Vogue

ADVANCE
RETAIL
TRADE
EDITION

Prettiest Spring Clothes We've seen for years!

Surah Suits - Shirtwaist Fashions
Sheath Dresses - Short Dinner Coats

New feature: clothes for "About 40?"

COPYRIGHT 1943, THE CONDÉ NAST PUBLICATIONS, INC.

MARCH 15, 1943 PRICE 35 CENTS 40 CENTS IN CANADA

To the Brides of 1943

CONSTANT QUALITY IN A WORLD OF CHANGE . . . WAMSUTTA SUPERCALE IS AS FINE AS EVER

THE Wamsutta *Supercale** sheets of today are as fine, strong, and dependable as the finest we have ever made. We urge you, therefore, when you *do* buy for household needs to consider these facts. Wamsutta *Supercale* is finer in texture and lighter in weight than ordinary sheets but stronger in service and easier to launder. It has been the treasured trousseau sheet of America for five generations. Its established reputation is a guarantee that you're investing in the kind of quality that makes conservation possible, these days.

Wamsutta's war production program necessarily limits the available quantities of *Supercale* sheets and pillowcases. Thus it is more than ever advisable to look for the familiar green Wamsutta label which guarantees the genuine *Supercale.*

CONSERVATION POINTS

1. Have three changes of sheets and pillowcases per bed and rotate them. This allows a "rest period" on the linen shelves and conserves wear.

2. Wamsutta *Supercale* washes easily, does not require hand rubbing or strong bleaches. If not washed at home, pick a good reliable laundry for your sheets and pillowcases.

3. Service wives will find Wamsutta lighter and less bulky to pack . . . a saving, also, in by-the-pound laundry bills.

WAMSUTTA MILLS, NEW BEDFORD, MASS.

★ ★ ★ **BUY WAR BONDS** ★ ★ ★

Wamsutta SUPERCALE SHEETS

*REG. U. S. PAT. OFF.

Also Wamsutta-Somerset Towels and Springfield Blankets

VOGUE'S ADVANCE NEWS FOR RETAILERS MARCH 15

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Sell "The Prettiest Spring Clothes in Years"

PRETTY—BY DAY

"The Shirtwaist Revival"—pretty and practical—returns to us as a spring fashion via pages 38, 40, and 41 in this issue of Vogue. Self-sufficient shirtwaists, these—they've inspired dresses that will solo without jackets and coats, come warm weather. Most of your customers have never forgotten that the shirtwaist dress has a becoming way with most figures—a knack of looking at home wherever it goes. Window-play your own new shirtwaist dresses—your customers will find they are versatile enough for today's morning-to-night schedules. In displays, follow Vogue's lead and accent the shirtwaist dress as a costume by showing it with important accessories.

"Walking in the Rain" is going to be a national pastime this spring. It's also going to be a pretty way of getting places—as witness the raincoats on pages 62 and 63. Vogue chooses them for their light colours that will shine out on a dull day—and be a protection in any black-out. Windows of raincoats will be more effective if you calcimine streaks of silvery rain on the glass—and show mannequins waiting on a street corner near a round sign marked "Bus Stop".

"Surging Back is Surah" as one of the outstanding fabrics for spring—and more's the credit to men who have always worn ties of this wrinkle-resistant fabric! Vogue gives two pages—84 and 85—to the new surah suits and dresses. Note the precise checks, the black and white plaid—the quality this rayon fabric has of being all things to all wardrobes.

Suggest surah to customers who want a spring-into-summer costume that is crisp enough to tailor precisely—and has the stamina not to wilt on hot days. Show surah clothes in window and departmental displays—underscore them in advertisements—they're welcome news!

Prettiness is Unrationed in the spring hats on pages 49, 64, 65, and 66. Here are the kind of hats your customers will choose to wear with "after-five" clothes—and that the Men in Their Lives will applaud. In departmental and window displays, team together clothes and hats that will do justice to the leisure time women must snatch from busy wartime schedules. Suggest pretty hats for precious leisure!

"About Forty" clothes are more becoming and practical this spring than any we've seen in years—no "about" about it! And when navy-blue dresses for "About Forty" are accented with crisp white or plaid, they're practically perfect! Be sure womanly customers know that your store has—ready and waiting—wearable fashions similar to those Vogue shows on pages 80 and 81.

PRETTY—BY NIGHT

"Spring Sheaths" arrive looking notably new and pretty for dinner wear—see for yourself on pages 66 and 67. Their slim grace, their stark simplicity achieve great distinction with no fuss at all. Less formal—and just right for late afternoon or early dinner wear—are the sheath dresses on pages 42 and 43. This slim silhouette—with a new rounded shoulder-line, as Vogue shows it—is fashion news for spring. Sell the Spring Sheath for its timeless simplicity—its dependence upon fine workmanship and beautiful line for Effect. Display your version of this spring fashion in a window with copies of Vogue, as "props", opened to the four pages in this issue. Reproduce on the back wall elongated silhouette "shadows" of this new spring silhouette.

"Side Drapery—Side Fastenings" are coming more to the front in the fashion picture this spring. See the dress that buttons up the side on page 44—the dress with the side drapery on the opposite page. Stress the dress with an accent—on the side—for customers who want something that looks completely new for spring. And for the women who will appreciate the slimming effect of side-buttoned or side-draped dresses.

Black Lace—traditionally the most becoming thing any woman can wear—is back this spring adding romance to afternoon and evening fashions. On pages 76 and 77, you'll see how right for now this forever-and-ever favourite is. Stress all-lace evening dresses and suits, and clothes with just a touch of lace for their season-after-season beauty. Their quality of making an Occasion of any evening. Show black lace in window and departmental displays—it's a pretty unrationed fashion!

IN THE PINK

Vogue says: "Pink—any hour, any place!" Pages 69, 70, 71 and 72 prove it's the pink of perfection for morning, afternoon and night.

Stress pink, as Vogue does, in ready-to-wear and accessories—for town, for country.

Quote Vogue on Pretty, Practical Clothes!

These Four Quotations on Cards—Sent Without Charge

Write Vogue Merchandising Service, 420 Lexington Avenue, N. Y. C.

VOGUE SAYS: "Pink is perfection—the all-time, any-time colour."

VOGUE SAYS: "Surah is surging back—crisp, wrinkle-resistant."

VOGUE SAYS: "The shirtwaist look is the right look this spring."

VOGUE SAYS: "The sheath dress—minimum material, maximum charm."

Order the new "Vogue Says" cards, left, to point up your new spring clothes and accessories. Four quotes, above, are available.

Use The Following Quotations On Your Own Cards and in Advertising

READY-TO-WEAR

Vogue says:
"The P.M. coat—a formal-fabric version of your beloved casual."

Vogue says:
"Have a P.M. coat to top the prettiest dress you own."

Vogue says:
"Doubly useful: the coat dress equals either a coat or a dress."

Vogue says:
"Side fastening, side drapery—fashion sidelines this spring."

Vogue says:
"Black-out white raincoat—protective, pretty."

Vogue says:
"The redingote-cut elongates figure lines."

Vogue says:
"The bolero minimizes waists, belittles hips."

Vogue says:
"The V-line collar gives the illusion of height and slenderness."

Vogue says:
"Unofficial spring uniform—the wool suit."

READY-TO-WEAR

Vogue says:
"Brown shantung dress—a definite find for a busy girl."

Vogue says:
"The spring sheath dress—for wear after five."

Vogue says:
"The sheath dress—slim, slimmer, slimmest."

Vogue says:
"Slim-as-a-soda-straw dress—witchery without waste."

Vogue says:
"Low necklines, short sleeves—new idea for day."

Vogue says:
"Have a simple afternoon dress, free of superfluous detail."

Vogue says:
"Black lace—openly pretty, frankly feminine."

Vogue says:
"Black lace makes the short dress really *evening*."

Vogue says:
"Flower-printed crêpe—version (j.g.) of the short formal dress."

MILLINERY

Vogue says:
"At dinner for two, wear an imaginative and pretty hat."

Vogue says:
"White piqué hat—starchy accent for navy-blue."

Vogue says:
"The blue beret—right for the woman with a busy schedule."

Vogue says:
"The honey-beige hat—smooth contrast for a wardrobe of colours."

COLOUR

Vogue says:
"Black and white—tidy, timeless."

Vogue says:
"Wear flaring colour in controlled lines."

Vogue says:
"Let your accessories be the pink of perfection."

Vogue says:
"This spring the red dress is a bright idea."

Vogue says:
"Spring brown—depend on it for season-after-season success."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
MARCH 15, 1943

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

Traina-Norell

Mischievous, feminine, try-and-pass-*me*-by . . it's all here in this new Norell shirt dress, fresh as Spring rain. Licorice stripes on putty beige pure silk crepe bow-tie dress. Misses' sizes, 125.00 Hat, 35.00

Dress and Hat. Sixth Floor

BONWIT TELLER • FIFTH AVENUE, NEW YORK • WHITE PLAINS

For the hours you live intensely,

with a quick pulse in your wrist,

an eager light in your eyes . . .

Charabert's romantic perfume

Bergdorf Goodman presents

1 oz., $12.75 plus 10% Federal tax

ON THE PLAZA • NEW YORK

BERGDORF GOODMAN

5TH AVENUE AT 58TH STREET

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A.

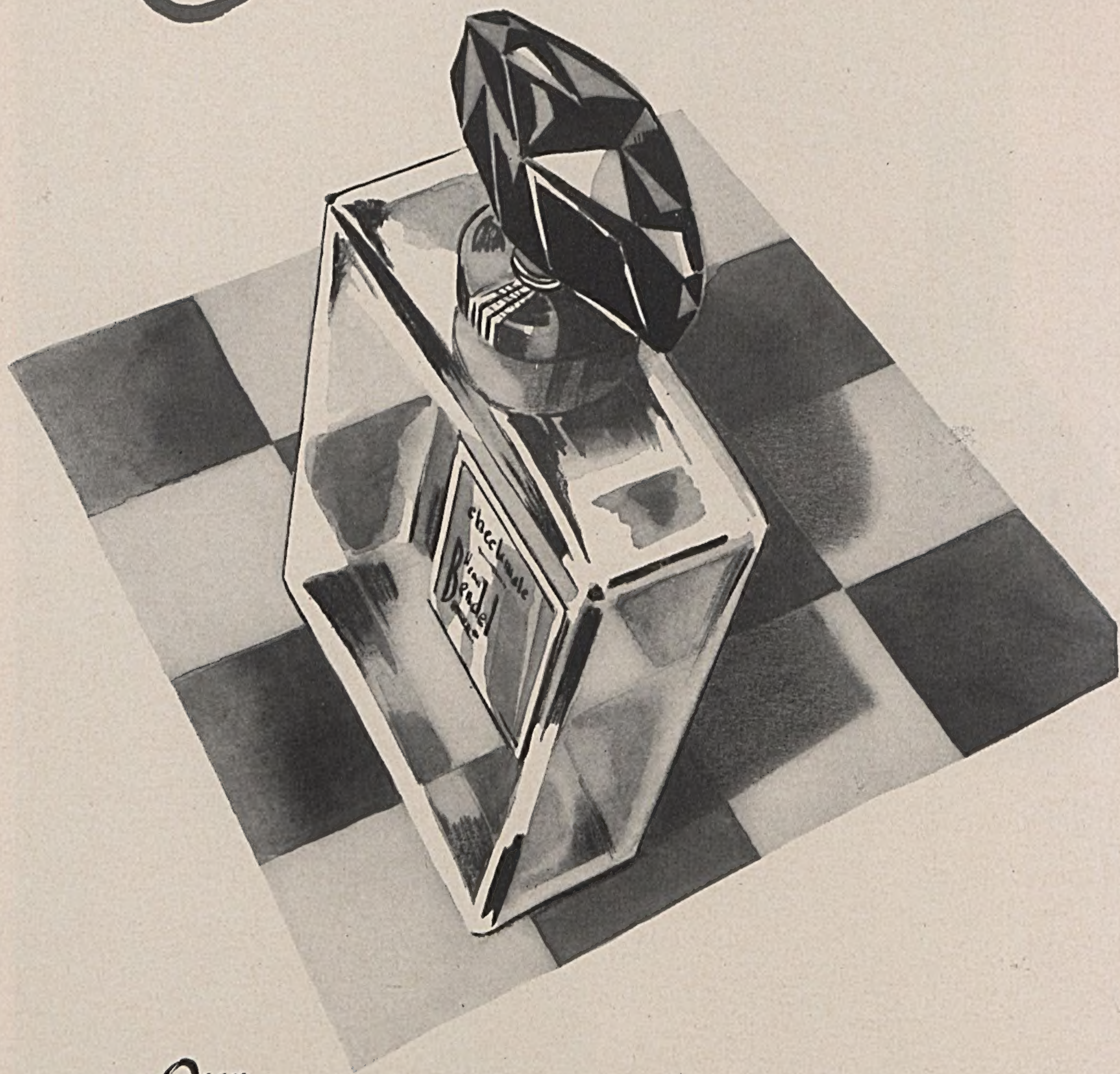
Vol. 101, No. 6
Whole No. 1694

HORST

Gray of quiet Glory
Spring suit of gentle gray wool and rabbit hair, suavely cut, subtly detailed. The blouse, subdued and superb, gray silk crepe.
From our spring collection of Made-to-order Originals.

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Checkmate



Our first American Perfume, Checkmate is now first choice of American women.

Its use implies knowledge of the good things that are available . . . imparts an aura that is magically heart-lifting . . . subtly keeps you in touch with quality . . . preserves the feminine.

Of importance: you may also enjoy Checkmate in Toilet Water and Eau de Sachet, Floating and Hand Soaps, Bath Oil, Bath Powder, Bath Mitts.

IN QUALITY STORES THROUGHOUT THE COUNTRY. BROCHURE ON REQUEST.

Henri Bendel
10 WEST 57
NEW YORK

George Platt Lynes

Frankly feminine . . . the ideal all-purpose, all-season Suit.

Of 100% wool . . . beige, navy, black, $89.95. Surah silk blouse, $25.

A Bendel Original in our Immediate Wear Salon.

Henri Bendel
10 WEST 57
NEW YORK

Spring lives on in Lavender

Sun-drenched skies, a meadow-lark,

you two together—all the tender memories of other

springtimes are mingled in the

lilting charm of Yardley English Lavender.

How right to wear it now . . .

to weave a lingering memory of your

winsome loveliness.

Yardley

ENGLISH LAVENDER

• IN FOUR SIZES . . . $1, $1.50, $2.50 and $3.75
Yardley English Lavender Soap, 35c, box of 3, $1

YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A.
FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS

Short and sublime. Divinely effective across the table or on the dance floor. Of soft sheer Enka Rayon, animated by ruffles and a sentimental rose. Black or dawn grey. Sizes 10 to 18. 59.95
Misses' Dress Shop, Third Floor
Lord & Taylor, Fifth Avenue

Say
KISLAV
for doeskins*
BOXLAV
for glacés
Your choice . . . for record wearability,
real washability.
KISLAV doeskins, rich-textured, soft,
fine. Wear and wash† them with confidence.
BOXLAVS, glacé-finished Kislav skins; sturdy,
hand-stitched for "active duty." To wear,
to wash, indefinitely. At fine stores.
*doeskin-finished lambskin
†We recommend Ivory Flakes

CHEN YU

long lasting nail lacquer

True lacquer . . . miracle of color and luster . . . the choice make-up for nails . . . miracle too of endurance . . . so utterly scornful of chipping you'll be astonished, and oh! so pleased with the extra glamour it lets your hands keep, no matter what! Shades you'll love. Associated Distributors, Sole U. S. Distributors, Chicago.

an American product made in U.S.A.

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IN SOUTH AMERICA, ADDRESS CHEN YU, SANTA FE 802, BUENOS AIRES, ARGENTINA

RAWLINGS

JEWELS BY OLGA TRITT

DECOR BY ROBJOHN-GIBBINGS

Enka Rayon • 206 Madison Avenue, New York

Big Brims are back again. Casting sure shadows across future horizons. Brims with your suits. Your prints. Brims with the unpretentious charm that gives all hats at Carson's a place in your life.

Carson Pirie Scott & Co. ★ Chicago

*Reg. U. S. Pat. Off.

Jordan Marsh

Spring gray—in a wool suit for today and seasons of tomorrows . . . starched with white fedora, over-the-shoulder bag. Suit $39.95

JORDAN MARSH COMPANY • BOSTON, MASS. • NEW ENGLAND'S GREAT STORE

THE WAY TO SAY "REMEMBER ME"

CIRO'S... *DANGER* . . . $12.00 • $27.50
SURRENDER . . $5.00 • $10.00 • $17.50 • $32.00
REFLEXIONS . . $5.00 • $12.00 • $18.00 • $35.00
and... *NEW HORIZONS* . . . . . $6.25 • $10.50 • $27.50
(not shown) *DOUX JASMIN* . . $3.75 to $50.00

Hattie Carnegie Original

Dear Christina: To you is addressed my first letter as a "career" girl, for I want my former freshman protégé to know that her counselor of last year is now a student of the mechanics and mysteries of merchandising and actively engaged in selling paper. I know this news will rock you to the very soles of your sneakers, for you had probably cast me in quite a different role, as had my family. My first job of selling was to win them over, and I was so persuasive that I confirmed my conviction that this was my field and forte. I confess that my confidence was a bit diluted by the time I reported for duty, but it is rising daily, along with my enthusiasm, the more I learn about the paper I have to sell.

Paper is something that you and I have taken too much for granted, I fear, and sometimes we've been guilty of using a poor quality of it to carry our words. When I show the beautiful sheets that are made by Crane and note the care my customer takes in the selection and stamping, I find myself mentally apologizing to all my friends and relatives for the letters they have had from me on cheap paper.

Contrary to common belief, the best of paper, such as Crane makes, costs so little more that I am not afforded the excuse of economy for my former carelessness; especially when you may buy Crane's in "open stock," with envelopes in packets, for as little as a dollar.

Now that letters have again so completely come into their own, with families and friends writing to the men in the armed services, people are discovering the pleasure it is to put their words and hearts on paper that is worthy of both. So we are busy and in our busyness feel that we are making our contribution to the war; for in this service of supply we are the quartermasters of the materials that link the home front with the fighting front, uniting us all and keeping our courage high.

Forgive me if I have been making a customer of Crane's of you, but as a freshman in selling I felt I must try out my new-found enthusiasm on my dear, sophisticated sophomore.

Affectionately yours,
KATE

Your name, address and twenty-five cents, sent to Crane's, Dalton, Massachusetts will bring you six, smart, usable samples of Crane's correspondence papers.

CRANE'S FINE PAPERS • MADE IN DALTON, MASSACHUSETTS • SINCE 1801

CREATED BY MAN-MAGIC TO ENHANCE A LOVELY NECKLINE...

In their soft, warm, so-like-Oriental-pearl beauty, color and radiance, lies the secret of man-made Deltah Pearls* unrivalled popularity. That they flatter feminine beauty a hundredfold is best attested by the fastidious women who prefer them with everything they wear.
At better jewelers everywhere.
L. Heller and Son, Inc., Fifth Avenue, New York.

*simulated

Deltah Pearls*
WORLD'S FINEST REPRODUCTIONS*

—Note the women who wear them!

"Goodnight, Bill Brady..."

Hello, Bill Brady, 'way out there . . .

I guess the mailman must be mad at us because he hasn't brought a letter since the day you went away. And if he doesn't ring the doorbell soon, I think my heart will break.

There isn't much to tell, tonight, except—since all my letters seem to go astray, I've found another way to say 'I love you.'

Last night I joined the Red Cross.

I'm not anybody there. Just one more woman — cutting dressings, rolling bandages, packing Red Cross kits — hoping the men we love will never need them, but hoping more that they aren't past the need.

I'll be a Staff Assistant before long, Bill. In a very military uniform. I can hear you chuckle, my darling.

I don't mind the extra hours. To me, time isn't measured by the ticking of a clock—it lags or races with the beating of my heart. So time at work is short, because I know that you would have me very busy. I can hear you say "Chin up, and get on with the job."

Good night, Bill Brady. Out there... somewhere.

The Red Cross is shoulder-to-shoulder with our fighting men from training camp to the front lines. All over the world, wherever it can reach, it is carrying relief supplies, clothing and medicines to war victims. In this second year of War, the needs increase. You can help with time and money. March is the War Fund month. Give more this year.

Your Dollars help make possible the

AMERICAN RED CROSS

This space contributed by the Publisher

Laros
LINGERIE

Lovely lingerie—privilege of American women—beautifully expressed in the skillful cut, fine fabric and distinguished styling of slips by

Laros OF BETHLEHEM

★ REG. U. S. PAT. OFF.

He's coming home on a furlough

Probably the happiest moment in his life—coming home to his family—his own room—perhaps his dog—and to all of his cherished personal possessions. He has dreamed about this home-coming for months, and now everything looks just as he hoped it would. It is comfortable and inviting. His mother always managed to add the touches that gave the place that indescribable atmosphere of home. A few flowers carefully arranged, and, on an accessible corner of the table, ice-cold Coca-Cola saying welcome in its own refreshing way.

Laura Lee Burroughs

Flower Arrangements by Laura Lee Burroughs. The new volume #3 and volumes #1 and #2—Suggestions for brightening the home with flowers and refreshment. Color photographs of flower arrangements . . . table settings . . . and ways to serve Coca-Cola. You will want one or more of these volumes—so, send your name and address (clearly printed) with ten cents in coin or stamps for each volume (to cover cost of handling and mailing) to THE COCA-COLA COMPANY, ATLANTA, GEORGIA, DEPT. VE.

"The only thing like Coca-Cola is Coca-Cola, itself"

COPYRIGHT 1943, THE COCA-COLA COMPANY

TO CAPTIVATE

the military eye

Rayon rates the military glance...when it's fashioned into an eye-catching "conservation costume" like this one, whose every thread and stitch and seam is dedicated to a long, happy life!

You can aid in vital fabric conservation by taking extra-special care of it, as well as the rayons you already own.

To get the best wear from your rayon dresses:

- Make sure your clothes fit properly—it's worth the extra effort to try them on.
- Watch for quality: one way to judge is by ample seams, wide hems, close stitches.
- Wear shields, change them often, follow directions when using an anti-perspirant.
- Mend split seams, loose buttons, hanging hems immediately. Dry clean garments before they get too soiled.
- Alternate your clothes to give them a chance to hang out free of wrinkles. If wrinkles are stubborn, press with a warm—NEVER HOT—iron, using a slightly damp press cloth if necessary.

Two-piece dress of Zanda Crepe, a Hayman fabric of Tubize Rayon.
Hand-painted floral buttons...grey, beige, aqua, green, blue, rose, navy...12 to 20 ...about $13. For name of nearest store, write Samuel R. Parnes Co., 1400 Broadway, New York.

The Tubize Certified Quality label sewn in the seam of your dresses or lingerie not only indicates that the fabric is made of Tubize Rayon, but that it has been tested and is certified to be satisfactory in respect to strength, color and cleanability. Tubize Chatillon Corporation, manufacturers of Rayon Yarns and Fabrics, Two Park Avenue, New York City.

Names You Know!

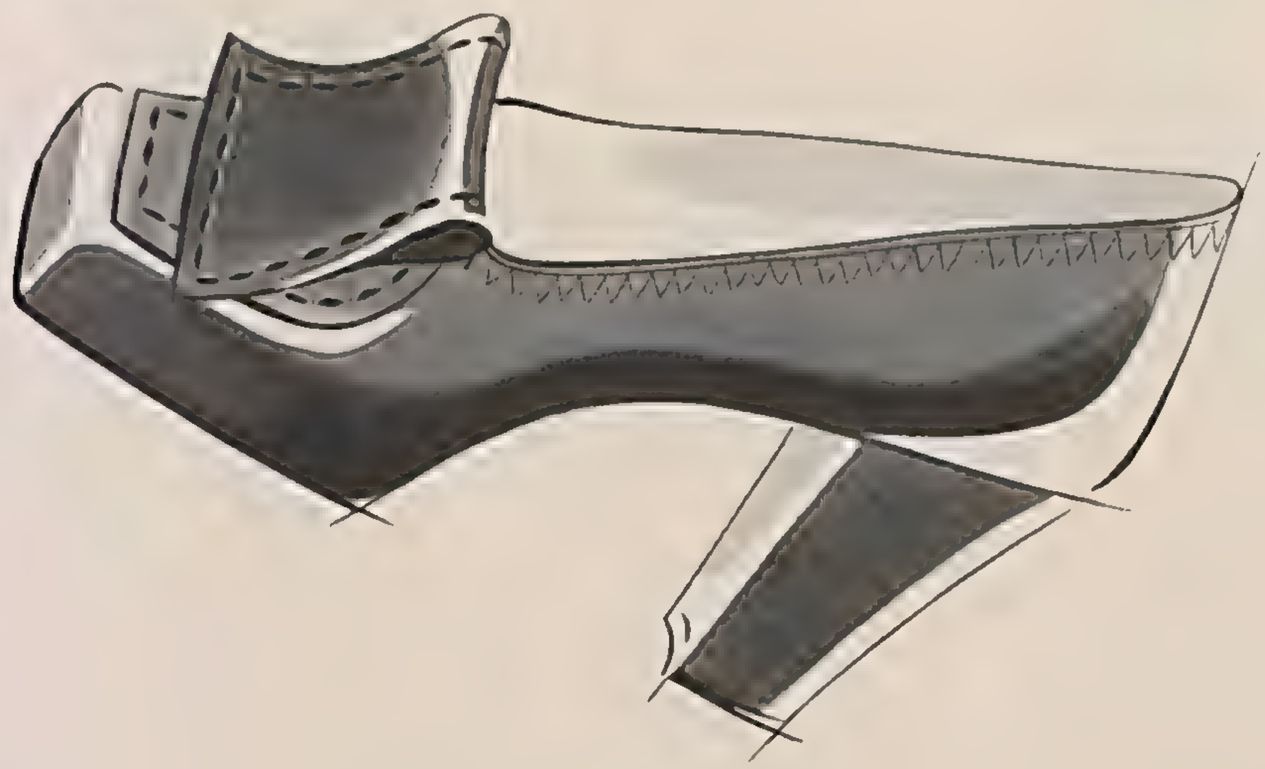
JACQUELINES . . . confident . . . lovely . . . to carry you through your whirlwind of spring activities serenely . . . smartly! Stamped with the skilled craftsmanship . . . the excellent taste . . . the infinite quality that you cherish now more than ever . . . JACQUELINES stand for American fashion that is everlasting!

6.95 and 7.95

Some Styles Slightly Higher

W O H L S H O E C O M P A N Y

Shoes You Love!



CONNIES...brave, young, beautiful! Destined for days of doing...evenings of excitement... trim styles that bespeak their keen quality and workmanship . . . that add a nonchalant distinction to your grooming wherever you go! CONNIES typify the steadfast courage . . . the soaring spirit that is *Young America!*

5.00 and 6.00

Connie
SHOE CREATIONS

S A I N T L O U I S , M I S S O U R I

LOUISE: Tell me, Mary, do you know anything about those thingumajigs that many women use now instead of sanitary pads?

MARY: *I certainly do. I use Tampax myself and if you don't I'll give you credit for less intelligence than I thought you had.*

LOUISE: Well, of all things, Mary! You surprise me! I had regarded you as conservative about new ideas.

MARY: *Right you are Louise, but this new form of sanitary protection, Tampax, is a real boon to us women and I'd be stupid not to use it.*

LOUISE: Tell me, Mary, is it true Tampax doesn't show, that you are not conscious of wearing it and that it eliminates other nuisances that go with the wearing of external sanitary pads?

MARY: *It is true, emphatically. It really seems too good to be true, but I now realize life can be worthwhile even at "those times" of the month!*

LOUISE: What started you on Tampax, Mary?

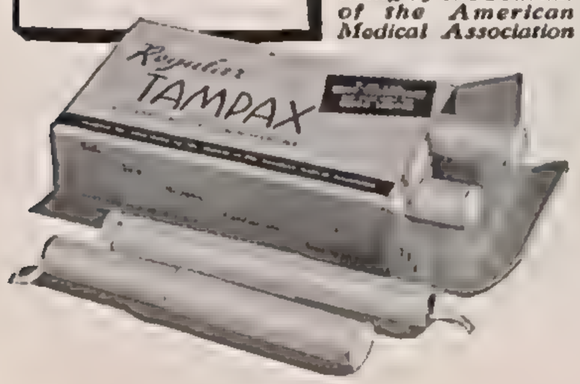
MARY: *I have a friend, Jeannette, a registered nurse whose word carries great weight with me. She said she uses Tampax and so do many other nurses . . . She emphasized what a lot it means to women from both the psychological and the physical standpoints . . . and now most of the girls in my office swear by Tampax!*

Tampax was perfected by a doctor to be worn internally and is now used by millions of women. It is made of pure surgical cotton compressed into one-time-use applicator. No pins, no belts, no odor. Easy disposal. Three sizes: Regular, Super, Junior. At drug stores, notion counters. Introductory box, 20¢. Economy package of 40's is a real bargain. Tampax Incorporated, Palmer, Mass.

3 SIZES
REGULAR
SUPER JUNIOR

Guaranteed by Good Housekeeping

Accepted for Advertising by the Journal of the American Medical Association



VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about the hotels or resorts listed in these columns, write Vogue's Travelog, 420 Lexington Ave., New York City.

ARIZONA

CHANDLER

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

PHOENIX

Camelback Inn. Fine American Plan desert resort. Gorgeous in April when cacti in bloom. April rates lower. Booklet on request.

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. European plan. Bklt.

Pioneer Hotel. Southern Arizona's finest, 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel and Baths

Come, relax at America's favorite Spa and keep fit. Rejuvenating hot springs owned and recommended by U. S. Government for nerve tension, arthritis, high blood pressure, etc. Pine laden air, golf, tennis, riding horses. Bathhouse in the hotel. Best cuisine, tap room, social calendar. For folder and tariffs, address W. E. Chester, President & General Manager.

CALIFORNIA

BEVERLY HILLS

Beverly Hills Hotel & Bungalows. Early California charm; thoroughly modern. Continental flavor. Year 'round social & movie center. Pool. All sports. E.P.

DEL MONTE

Del Monte Lodge at Pebble Beach. This world-renowned resort on the famed Monterey Peninsula is doing business as usual.

LOS ANGELES

Chapman Park Hotel & Bungalows. Resort-living in Center of City—Hospitality—Entertainment—Swimming—Sports. Information. Harry Ward, Mgr.

PALM SPRINGS

Hotel Oasis. "Your Home in the Desert." Quiet Seclusion—Distinguished Clientele—Write—George L. Linde, Manager, for information.

COLORADO

COLORADO SPRINGS

Antlers Hotel. Distinguished clientele, skiing, all winter sports. Accessible to everything. Famous Copper Grove for dancing. Frank J. Haberl, Manager.

Broadmoor Hotel. In shadow of Pike's Peak, sports and social center of the Rockies. Metropolitan luxury, restful relaxation. Write for brochure.

FLORIDA

DE LEON SPRINGS

Ponce De Leon Springs Hotel. Springs famous since 1512. Swimming. A resort Hotel of distinction. Excellent bass fishing. Car unnecessary. Rail service.

GEORGIA

SEA ISLAND

The Cloister—pledges the best and most in rest and recreation. Golf and all sports. New York Office, 630 Fifth Ave. Circle 5-8055.

MARYLAND

BALTIMORE

The Belvedere. Baltimore's Finest Hotel acclaimed everywhere for its spacious rooms, unexcelled service and superb cuisine. Ideally located. $3.50 up.

MISSOURI

KANSAS CITY

Bellerive Hotel, Armour Blvd. at Warwick. Refined atmosphere. Zephyr Lounge. French Cuisine. Garage. Trans. or Perm. Endorsed by Duncan Hines.

NEW YORK

NEW YORK CITY

Allerton House for Women, 57th St. & Lexington Ave. New York's most select hotel for women. Friendly atmosphere. Rates: wkly. $11.25 up, daily $2.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

The Beekman, Park Ave. at 63rd St. Leisurely living in an atmosphere of refinement, every measure of comfort and the convenience of a smart location.

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. From $2.50. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

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Battery Park Hotel. Special weekly & monthly rates. Nov. thru Mch. Cheerful lounges & dining rms. Comfortable bedrooms. Request folder "D" & rates.

Where Can You Stay? That's the question every traveler is asking these days. Many a helpful answer can be found right here on the pages of the Travelog.

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The Hanover Inn at Dartmouth College. Good train connections. Skiing and skating. Ski School. Booklet. Peggy Sayre, Acting Manager.

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NORTH, SOUTH, EAST, WEST . . .

In Whatever Direction your travels may take you, you can find on this page reliable suggestions as to where you can stay—for a night or a week.

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the Hat is Right

See the new Knox Hats for spring at any of these and other fine stores:

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Featuring, front and center, the Knox Hyannis in Glory Red milan; upper left, the Knox Brookmead; upper right, the Knox Greentree; lower right, the Knox Woodbine

at KNOX *the* HATTER • FIFTH AVENUE • NEW YORK • and at better stores everywhere • see opposite page for partial listing of stores

Fine Woolens by Hockanum: A tradition of quality in the uniforms of America's Armed Forces since 1809 . . . an unfailing standard of excellence as well in Civilian Life. You will find these woolens today in Clothes planned for your numerous Wartime Activities.

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The very simplest, the most feminine of the little suit dresses, but with all the Carolyn flair for beautiful line, dashing detail. The gently curving jacket is studded with bone buttons, and the white-tie dickey is pleated in the fashion of a man's dinner shirt. 10 to 18. $22.95.

In Goldstein-Leavy's **"MARCELLE"** rayon crepe woven with Celanese* yarn.

Carolyn Modes

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are sold exclusively in: New York at ARNOLD CONSTABLE & CO., 5th Ave. at 40th St.; Calif. at HALE BROS.; Cincinnati at MABLEY & CAREW; Dallas at A. HARRIS & CO.; And in 100 fine stores throughout the country. For the name of the store in your city, write National Modes, 128 West 31st Street, New York City.

Satisfying young suit from a timely collection by Carolyn, Jr. In pure wool Heather Herringbone, tailored but altogether feminine, a joy for country life, a dependable for Spring in town — and for next Fall. Tailored by Junior Moderns, with trouser skirt, two kinds of pockets, slick lapels. 9 to 15. About $35.

The luxurious lining is of Avalon Rayon Crepe woven with Celanese* yarn.

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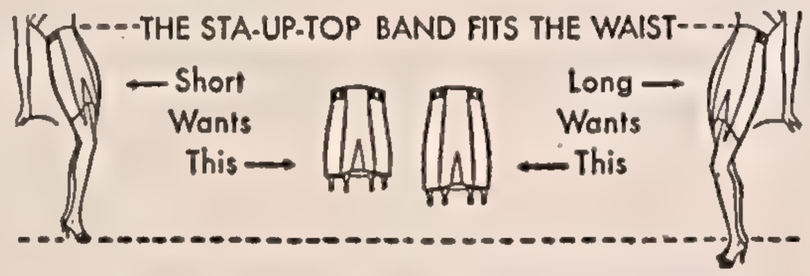
Indianapolis at H. P. WASSON & CO.; Chicago at MANDEL BROTHERS; Washington at THE HECHT CO.; Memphis at GOLDSMITH'S; Salt Lake City at AUERBACH CO.
The stores listed may not charge more than the maximum prices permitted in accordance with OPA regulations.

WARNER'S

LE GANT* STA-UP-TOP*

Are You Short or Tall?



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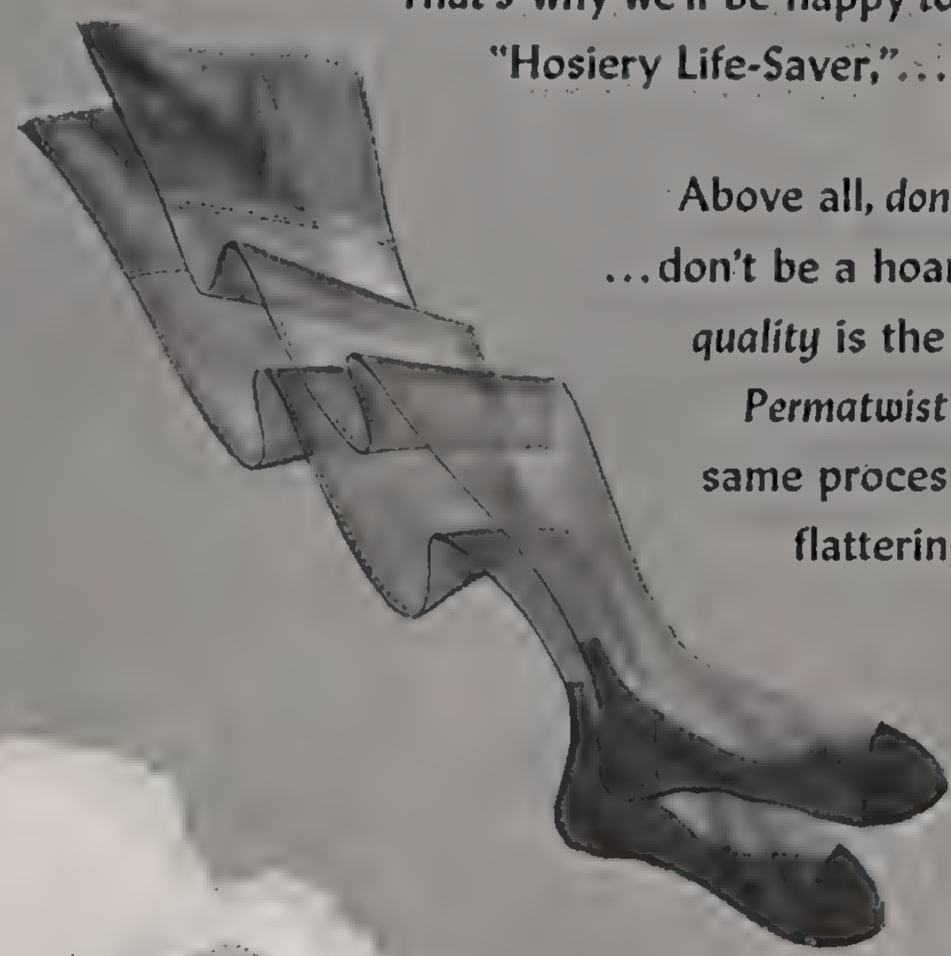
That's why we'll be happy to send you a free copy of our "Hosiery Life-Saver,"... you'll find it a valuable guide!



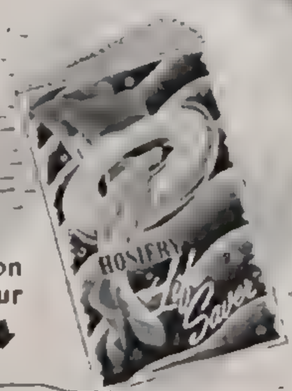
Above all, *don't* buy stockings if you have enough on hand ...don't be a hoarder! If you *do* need hose, remember that *quality* is the best economy. Ask to see the lovely fine-twist *Permatwist* rayons and cottons; they're knit by the *very* same process that gave *all* FLATTERNIT hose a flatter, more flattering texture...discouraging to runs and snags!

Permatwist

FLATTERNIT HOSIERY *by* HUFFMAN

At Better Stores

"NOT JUST A NEW STOCKING ...BUT A NEW HOSIERY FABRIC"



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DO *Wear adequate foot size. Rotate wearing 2 or 3 pairs of a color for economy. Only wear sheers for gala occasions. When putting on, roll hose and insert toe, foot . . . then ease gently up the leg. Fasten garters while seated, for full knee action without strain. Be careful of rough nails and jewelry. Save old silks and nylons for salvage . . . our country needs them!*

DON'T *Never save hose for bulk laundering . . . wash them after each wearing in rich LUX suds and lukewarm water! Do not rub, wring or pull. Don't dry near intense heat or sun. Take care to wait at least 24 to 36 hours until rayons are thoroughly bone dry. Weak spots and breaks require your immediate attention. Be careful your shoe linings are smooth. Never handle hose roughly.*

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Shop Hound

Turns Explorer

Tall Girls Take Note: If the new shorter skirts hit you above the knees and average sleeves bare such a gangling expanse of wrist that you look like an overgrown urchin, you'll be happy to learn of a shop that cuts its tall dresses with extra length in the skirt, waist, and sleeves. Here is one (also available in regular sizes) in black or navy-blue rayon faille, with a frill of white organdie and St. Galle embroidery. $35. Toutmain, 2 West Forty-seventh Street.

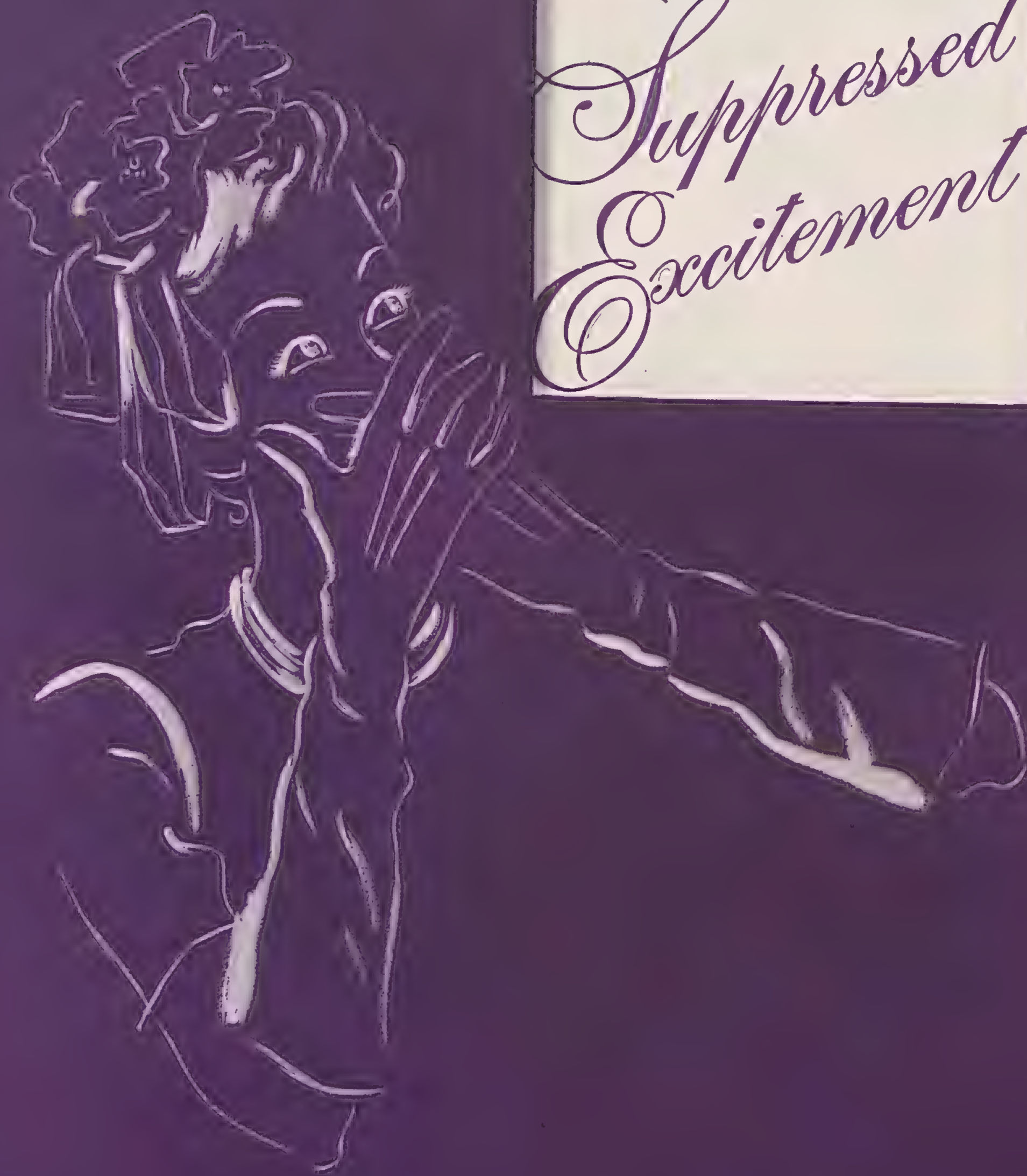
Chic on Your Hands. Confetti-dots, to add zing to an all-black costume or go with a new spring print, are embroidered on these black doeskin slip-ons. They're butter-soft, well-made, cost $10.50, at Barra Gloves, 519 Madison Avenue, an atelier with original ideas and a fine stock of coloured leathers.

Beauty Spots—There's a fine feminine art to juggling this navy-blue veil to make the two white straw dots call attention to your best features. Wrapped up in the veil, and carrying out the spotted motif in its navy-blue grosgrain band, is a striking white toyo Homburg. The tariff is $10.50, postage included, from a shop where the stock is always ample and varied. Marie-Claire, 433 Fifth Avenue, whose handsome hats, starting at $8.50, are nice for tax-flattened budgets.

They Can Take It! Built for mileage and comfort, these sturdy calfskin pumps will outlive ration coupon seventeen by many moons, as all good shoes should nowadays. $11.95 in tan, black, scarce blue; Mooney and Gilbert, 35 West Fifty-seventh Street. Comes in wide range of sizes: 2½-12; widths AAAAA-C.

VOGUE STUDIOS

Luminous Corsage. Safety-first for dim-outs, and fun at any time, is this artificial gardenia that glows like a bit of phosphorus in the dark. For a spectacular effect, try massing several in your hair, or at the deepest point of a low neck-line, and show them off in the dark. $1.25 each, postpaid. House of Gifts, Box 4550, Coral Gables, Florida.



Suppressed Excitement

Suppressed Excitement!

KEYED TO YOUR COSTUME

HANSEN ORIGINALS FOR SPRING

It's intriguing as a flash in a dimout . . . the new Spring role of your Hansen Costume Gloves! Play them as the color up a sleeve, the exclamation point of contrast in a WPB regulated costume . . . as the accent of crisp, clean white to emphasize importantly meticulous tailoring . . . as the perfect companion for *any* color, *any* VOGUE-dictated costume you choose . . . Hansen gloves are dyed to blend with all the colors for Spring, created to dramatize fashion's newest lines.

A—Hansuede double woven cotton, pigskin palm
B—Twenty-button Handoe rayon
C—Four-button featherlite capeskin
D—Four-button Handoe rayon
E—Ten-button pigskin
F—Hansuede double woven cotton, also capeskin
G—English doeskin (doeskin-tanned lambskin)
H—Six-button Hanosette double woven cotton
I—Five-button Hansuede double woven cotton

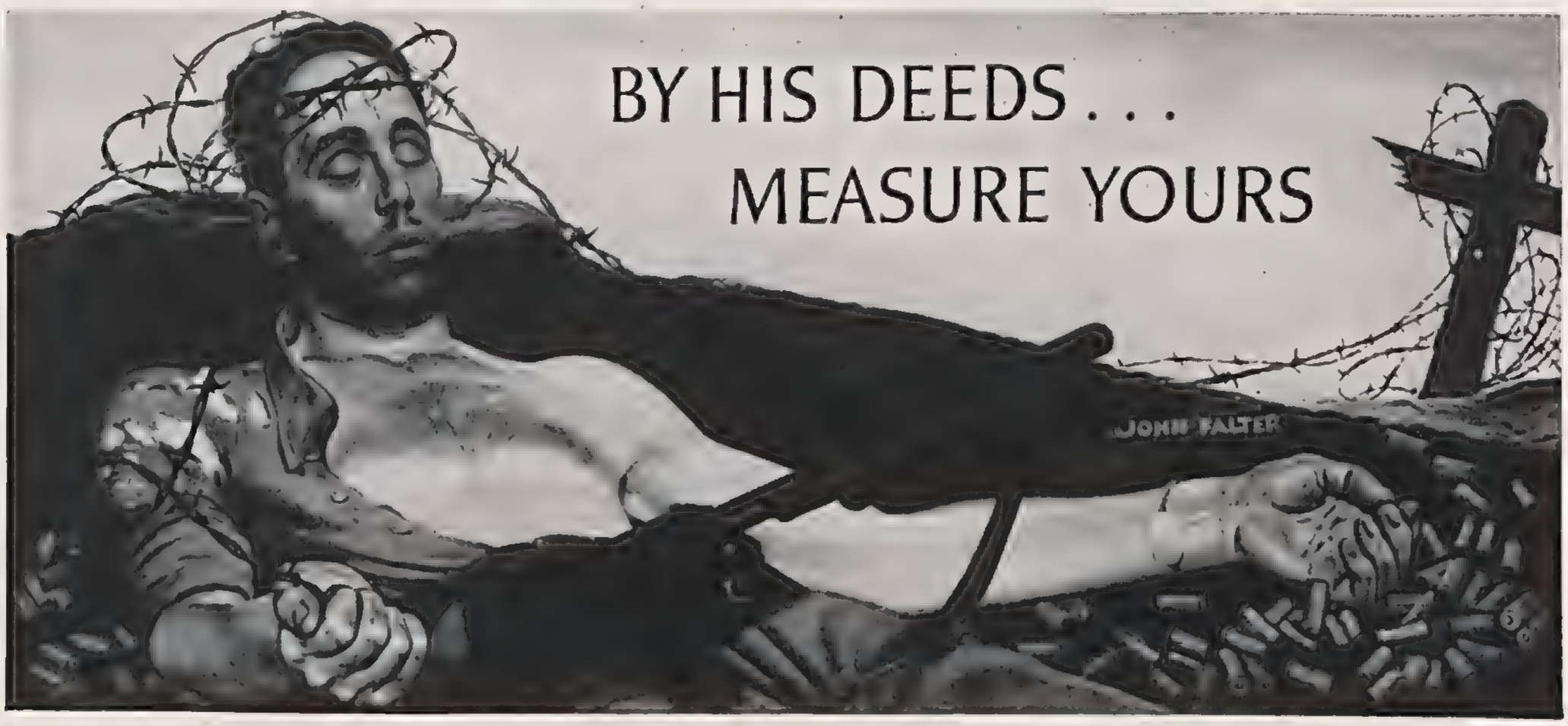
FROM ONE DOLLAR TO FIFTEEN DOLLARS

keyed to your wartime costume

HANSEN GLOVES

NEW YORK • MILWAUKEE • CHICAGO

IT is not pleasant to have your peaceful life upset by wartime needs and restrictions and activities.... It is not pleasant to die, either.... Between you who live at home and the men who die at the front there is a direct connection.... By your actions, definitely, a certain number of these men will die or they will come through alive. If you do everything you can to hasten victory and do every bit of it as fast as you can... then, sure as fate you will save the lives of some men who will otherwise die because you let the war last too long.... Think it over. Till the war is won you cannot, in fairness to them, complain or waste or shirk. Instead, you will apply every last ounce of your effort to getting this thing done.... In the name of God and your fellow man, that is your job.



The civilian war organization needs your help. The Government has formed Citizens Service Corps as part of local Defense Councils. If such a group is at work in your community, cooperate with it to the limit of your ability. If none exists, help to organize one. A free booklet telling you what to do and how to do it will be sent to you at no charge if you will write to this magazine. This is your war. Help win it. Choose what you will do—now!

EVERY CIVILIAN A FIGHTER

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Shine, Please . .

JOYCES, properly cared for, will keep their looks and wear into a ripe old age. Since your favorite bootblack is probably shining his own shoes for Uncle Sam, the job is apt to be up to you. To make it easier, special polishes and cleaners have been developed for Joyce fabrics and leathers. Your store has them for you . . . plus a complete set of rules for the care and conservation of joyces . . . Meanwhile . . .

FOR ALL JOYCES. *Make a habit of dusting your joyces after each wearing. Don't forget to use shoe trees. Joyces should keep cool . . . excessive heat is bad for leather. Alternate your joyces . . . all good shoes should have a day off.*

SMOOTH LEATHER JOYCES. *Polish before wearing, to protect and preserve the leather. Ask your dealer for the proper polish, in the right color. Be sparing with the polish, but NOT with the polishing.*

SUEDE JOYCES. *Put the shoes on trees, or stuff with paper. (This avoids creases). Moisten a sponge with joyce suede cleaner or suede shampoo and apply gently with a circular motion. If any spots remain while the shoe is still wet, remove with fine sand paper. Go over shoes again and let dry. When the joyces are dry, brush with a bristle brush (not a wire brush, which cuts and streaks the leather).*

FABRIC JOYCES. *Put joyces on trees, moisten a clean cloth with Joyce fabric cleaner and go over the entire shoe with the grain of the fabric. (Be sure to use the right cleaner for joyces . . . the chemicals in certain commercial cleaners injure the backing on the fabric.) If the shoes are grease-spotted, rub the spots lightly with some solvent on a clean cloth, using a circular motion.*

joyce Inc.
PASADENA, CALIFORNIA

Illustrated: Joyces on The Alert—of smooth boxglove in Turftan, Bluejacket, Black, White—$6.50—At better stores.

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"Eyefuls"
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"So is this!"
All satins (sketched), and the crepe bedjacket in pink, blue, and white. Crepe gown, slip, and pantie in pink, blue, black and white.
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Fine Underthings
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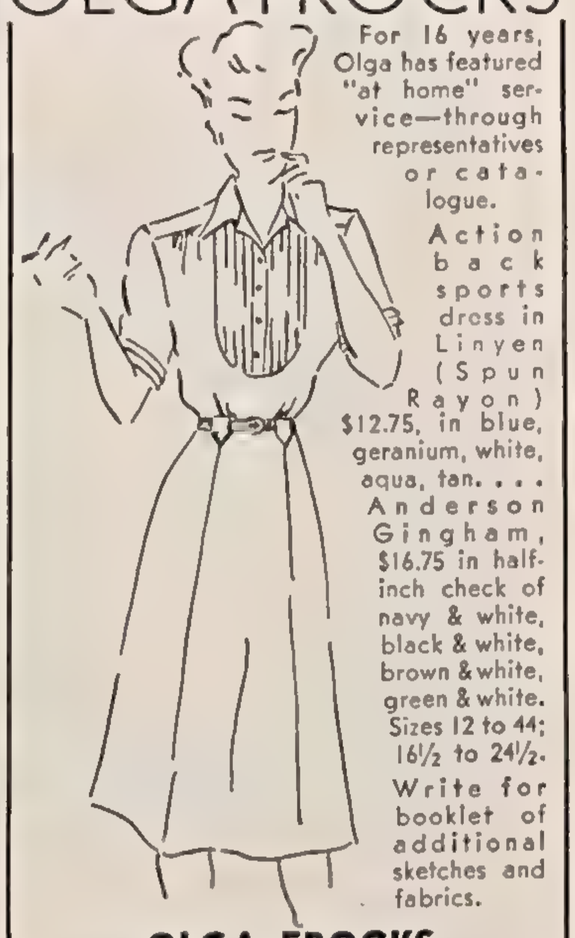

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Paradox in Paradise—by which we mean that a little shop with the fanciful name "Au Paradis des Dames," at 600 Madison Avenue, still has a lot of pure-dye silks and bolts of dreamy French prints on its shelves. Prices for silks start at $2.50 a yard.

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Slacks Can Be Kind to the female figure if custom-made by an expert, and are worth every cent of the steep-ish initial cost, Shop-hound avers and points to this black wool gabardine pair. They're teamed with a mat jersey blouse and a lamb of a jacket in natural English kasha. Custom-made to your own measure at Casual Clothes, Inc., 745 Madison Avenue, a perfectionist place with a gift for mixing and matching classics.

Hound

Turns Explorer

Love at First Sight, that's how compatible these new sunglasses are with hats, an occurrence that definitely comes under the heading of news. The frames, available in six colours, including red, have a nice straight line across the eye. Lenses are a special glare-reducing blue optical glass. $18. H. L. Purdy, 506 Madison Ave.

Dolls for Grown-ups. Collectors and decorators revel in these authentic costume dolls, dressed in hand-made native clothes. Pictured is a Czechoslovak bridegroom of pre-Munich days, who, with his bride, sells for $5 the pair. Beside him is a Hindu water-carrier; $3.50. Velvalee Dickinson, 718 Madison Avenue

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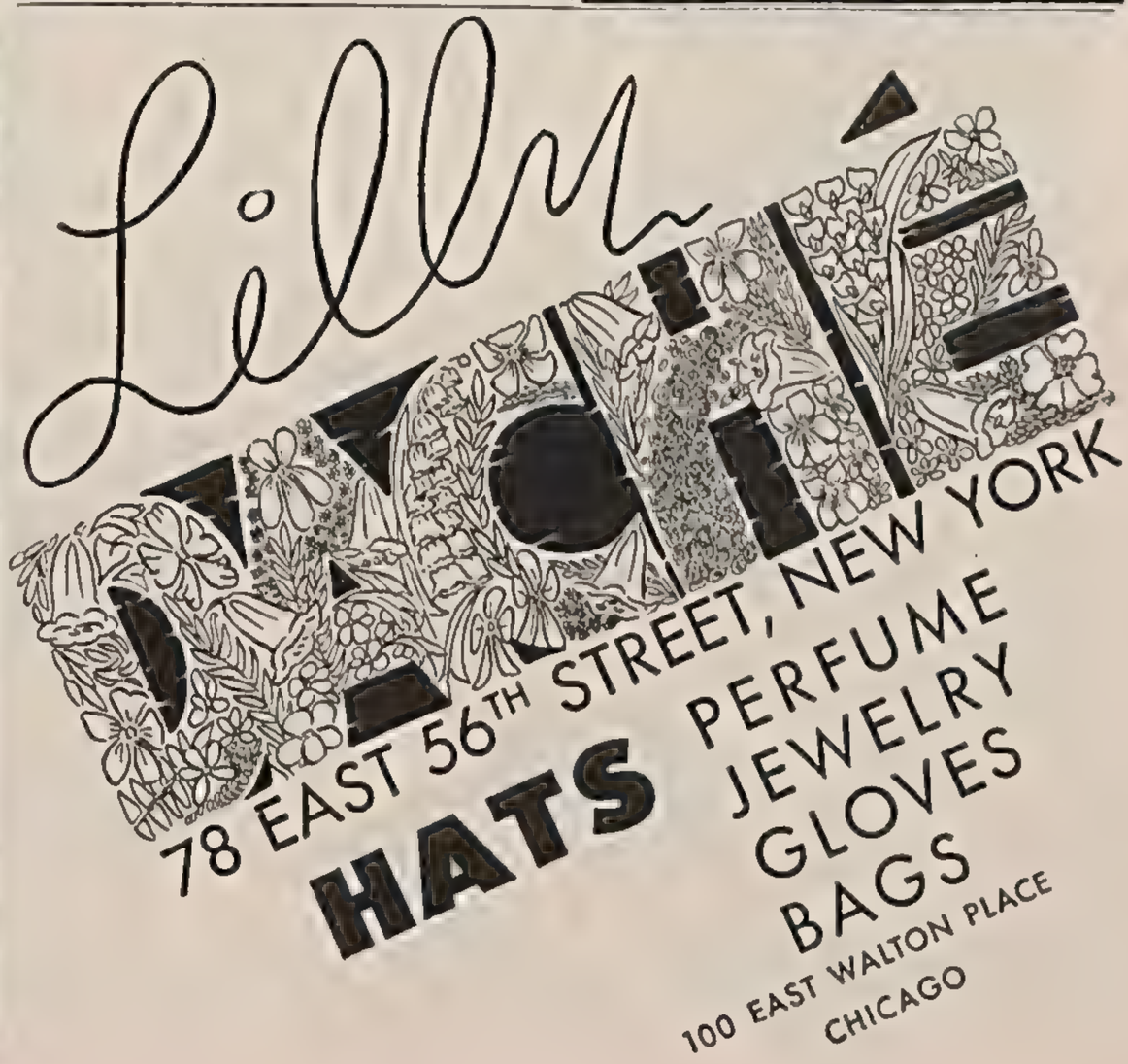

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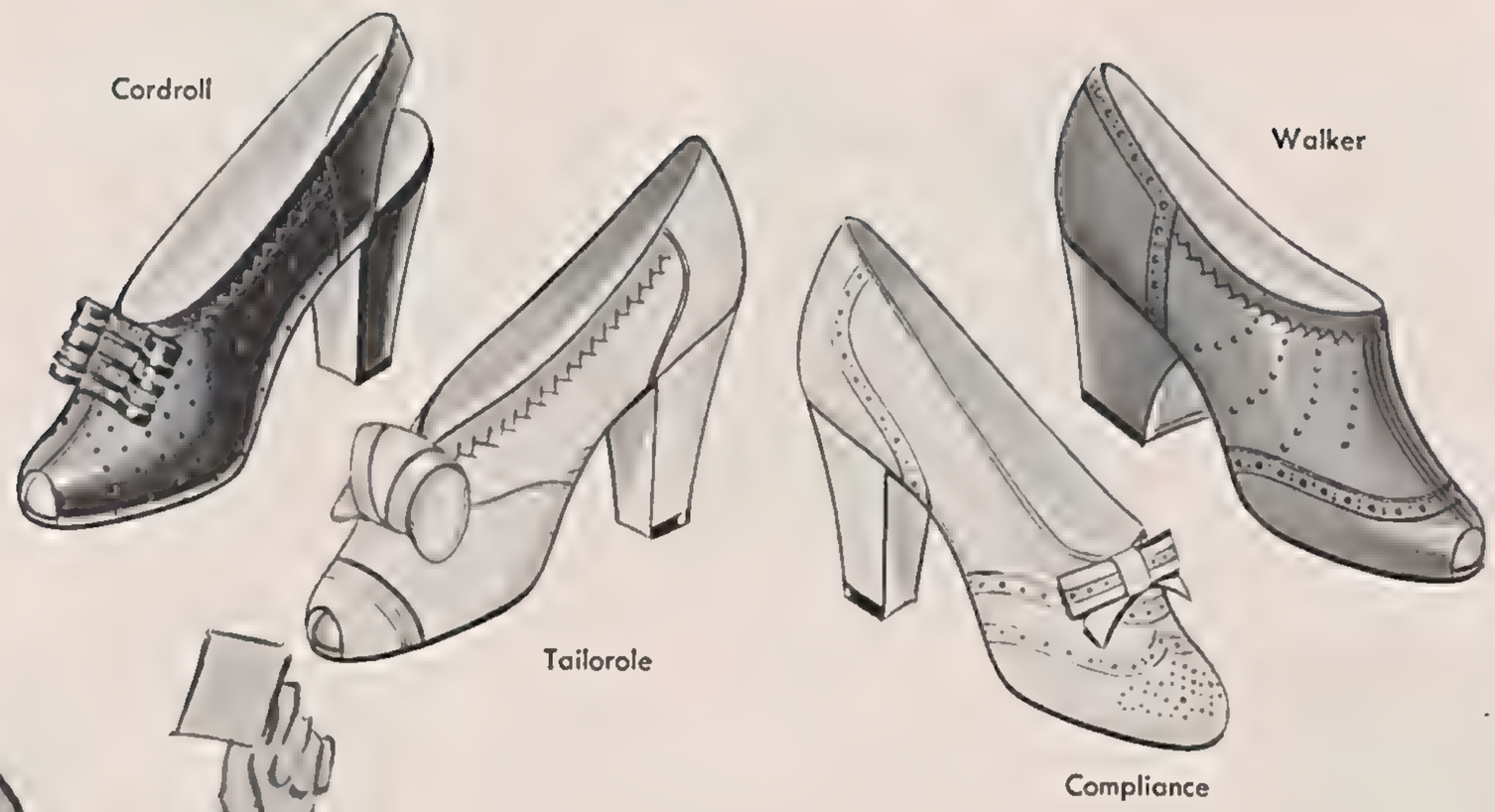

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MARCH 15, 1943

VOGUE

INCORPORATING VANITY FAIR

Published twice a month by

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ON THE COVER—two spring uniforms. The official: American Red Cross Volunteer. The unofficial: yellow Hockanum wool suit. Purple blouse. Dobbs beret. All at: Carson Pirie Scott. Suit, blouse: Lord and Taylor. (Photograph by Toni Frissell)

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• **Erratum:** On page 79 of the March 1 Vogue, the photograph of the Army Nurse was the work of Vogue's Staff Photographer, Horst—not Mili, as credited

THERE ARE TWO VOGUES: AMERICAN and BRITISH
(French Vogue is temporarily suspended)

EDNA WOOLMAN CHASE
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BRITISH VOLUNTEERS GOING HOME

They sail in secrecy to fight or work for their country

BRITISH PRESS SERVICE

In an inconspicuous office in the Cunard Building on lower Broadway, a British Major, with Service ribbons on his chest, and a quiet-voiced Englishwoman with careful green eyes carry on dozens of phone conversations as full of suspense as a Hitchcock movie. Ship names and sailing dates are never mentioned. Convoys are designated by numbers. Conversations wind up with, "Be there at 9 P.M., and good luck."

The speakers in the office are Major Andrew M. Montgomery and Lady Margaret Barry, appointees of the British Foreign Office, who run an odd sort of travel bureau known as the British Volunteers Movement. Its purpose is to get British subjects, living in the United States, to go back to England for either military or labour service, thereby relieving the critical manpower shortage. It is the job of Lady Margaret and Major Montgomery to get these volunteers safely back to Britain.

The voices on the other end of the wire (some with Oxford accents, others with a Cockney tinge) are their recruits—a determined little hunk of the British Empire going home to man English guns or to make them. The bulk of the younger volunteers, and just now in England this means anybody up to forty-one, will go into the Armed Forces.

Women Go, Too

Women are going back to England, too. They are subject to the draft, just as men are, and get assigned to whatever service needs them most. Short of carrying arms, they are taking over all kinds of men's jobs. They man barrage balloons, patrol the estuaries and coastal waters in small boats, overhaul plane engines, fit cartridge belts into the magazines of machine guns, and load bombs. Women work in control towers and do weather forecasts at the airfields. In the Army, they sit beside the ack-acks, calculate range for the firing crews, drive lorries, and do all the paper and canteen jobs.

The older women are going home to serve as civilian bus drivers, conduct day nurseries for the children of women factory workers, fill executive posts, run canteens or machines. Some alternate winter jobs in munitions plants with summers of farm work. Practically no trades are closed to them, and women's wages just about equal those of men.

The men volunteers go into either the Army, Navy, or essential civil jobs. There aren't any other positions to be had. Fifty-five per cent. of the total population of the British Isles (including invalids, octogenarians, and infants) are engaged in war work, which gives an idea of just how acute the need is for qualified volunteers to come home and help out.

The requirements for volunteers are as follows. They must be British, or married to British men, and able to pass a strict physical examination. Men must be between the ages of seventeen and a half and fifty. If over eighteen, they have to get releases from their American draft boards. Women, to qualify, have to be between eighteen and forty-five years old. Children can not go, but married couples frequently join up and sail together.

Whether the volunteer is skilled or not, paying jobs are waiting for every recruit who is accepted, and the British Government will pay the volunteer's travelling expenses to England and provide him with return passage to the United States within one year after the armistice is signed.

Leaving the States

From the American end, the procedure works like this. The volunteer, passport in hand, applies at the local British Consulate. If he meets the requirements, his papers are forwarded to the Ministry of Labour in London, and Lady Margaret and Major Montgomery go to work to arrange passage.

The volunteer is sent to New York, given a room and expense money, and waits for sailing orders, generally not very long, for British freighters are boiling in and out of New York Harbor at a furious rate these days. When the convoy is made up, the volunteer is told to go to a certain pier (always called "the place I told you" on the telephone to prevent leaks).

Armed with a stock of vitamin pills and woollies to help them become adjusted to rationing and British climate, they arrive at the dock, each with no more than fifteen cubic feet of baggage in hand and $50 in cash in his pocket. (Unlimited travellers' cheques may be carried, but currency regulations forbid more than $50 in cash.)

It's a serious, confident crowd, a cross-section of the British Isles. There is always a group of young people going back to join the Army or Navy, boys seventeen and a half, and girls, just eighteen, who came to the United States as child évacués. Their travelling companions include skilled workmen, ex-stewardesses, titled families, governesses, graduate students, doctors, nurses, flyers, steam-fitters.

Identification—inspection of papers—a quick handshake, and a "good luck" from Lady Barry or Major Montgomery. Then the volunteers go aboard a smallish, blacked-out freighter painted a dirty camouflage-grey. There is no whistle-tooting. Tugs silently nose it out into the river. Presently it will join a convoy, slip out of New York Harbor, and zigzag across the Atlantic. Its hold is filled with food and munitions; and, in its cabins, patriotic Englishmen and women, going back to the *Blitz* and ration cards, quietly ignore Hitler and his U-boats.

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Vogue's eye view of Fashion Awards

THE little bronze lady above is "Winnie"—and she will soon mean as much to the fashion world as "Oscar" means to the film world. She's the new annual award that goes to the designer-of-the-year in American fashion. And like all awards...she has a dual purpose: recognition for past accomplishment and the hope of inspiring more!

Instituted and sponsored by Coty, this new award is conferred by the American Fashion Critics, a jury comprised of 34 fashion editors. The first "Winnie"...she was sculptured by Malvina Hoffman...was awarded, along with a $1,000 War Bond, to Norman Norell, the young designer of Traina-Norell.

Tying for second place, Lilly Daché and John-Frederics, hat designers, were each awarded a $500 War Bond. And eight other citations were made: to Adrian of Hollywood for his V-line suit; Hattie Carnegie for her short evening dress; Clare Potter for her ruffled blouse; Charles Cooper for his drawstring drapery; Mainbocher for his lumber-jacket suit; Claire McCardell for her "Popover" dress; Valentina for her trouser-pressed skirt. One of the year's most popular fashions, the Chesterfield coat, was given a citation, but, since so many versions were on the market, the jury was unable to decide which maker should be cited. Had "Winnie" been given back in 1934, Helen Cookman would have won it then when she originated the Lady Chesterfield. (All these fashions, except the Popover dress, have been shown in Vogue.)

The awards were presented by Vogue's Editor-in-chief, Edna Woolman Chase, at the Metropolitan Museum of Art, with William Church Osborn, Grover A. Whalen, and Mayor LaGuardia officiating.

SPRING COLLECTIONS

Rule for spring clothes...the fewer the better, the simpler the better

Women wore shirtwaists and skirts—when Carrie Chapman Catt battled for our right to vote. Women wore shirtwaists and skirts—when Jane Addams struggled for social reform. Women wore shirtwaists and skirts—when the first emancipated ladies battered their way into the marts of trade. Almost automatically, a woman thinks of a simple, uncomplicated shirtwaist and skirt...when there's work to do.

Now again—when work dominates our lives—shirtwaists and skirts dominate the Spring Collections. Next to a uniform, nothing seems more functional. The girl bent over a drafting-board might wear one. Congresswoman Clare Luce (R., Conn.) might wear one on the floor of the House. The clock-puncher, the pram-pusher, anyone with a civilian task will welcome their neatness, their orderliness, their ease. They're easier to wear now than ever. For, this year, many shirtwaists and skirts are hitched together into a one-piece dress...so that shirt and skirt never part company.

On the opposite page, you see two of the newest. A red-and-white striped shirtwaist attached to a black skirt. A boldly-checked blouse joined to a black skirt. Some are more conservative than these; others more ornamental. There are gingham and calico ones for morning marketing, printed and plain ones for day, surah and shantung for afternoon, chiffon and satin for evening...as you'll see on the following pages.

Along with your shirtwaist, you might wear a sleek, stay-on sailor and carry a parasol of the same stripe or check as your blouse. A pretty idea, the parasol, but that's not its only excuse for being. It has a purpose, too...to ward off that sizzling sun now that you're going to walk, willy-nilly, many a mile in it.

Throughout the whole Collections, there's purpose behind all the prettiness. There are enchanting, short black silk party coats...but they're here because you'll have to trolley to the party. There are pretty short evening dresses...here because trailing skirts don't jibe well with the transportation problem. There are pretty short sleeves and low necks and scanty sheaths...here because they decimate the amount of fabric used. There are pretty coat-dresses...here because they can be worn as a coat or dress. (Continued on page 104)

← *Shirtwaist Revival (opposite)*

If you're not in uniform, go your workaday way this spring in a simple shirtwaist and skirt. Perhaps the red-and-white striped silk crêpe shirt opposite, attached to a black silk shantung skirt. Or the beige-and-black checked one attached to a black silk crêpe skirt. Pull in your belt with patent leather. Ward off the sun when you walk with a neat sailor and parasol. Both Traina-Norell designs at Bonwit Teller; Marshall Field. Second also at I. Magnin

PHOTOGRAPH BY HORST

SHIRTWAIST REVIVAL

The shirtwaist look is a right look for this spring. W.P.B. likes it—so will you. The three here appear to be separate shirts and skirts, but all are one-piece dresses. LEFT: Black-and-white rayon crêpe blouse and a black wool skirt. Lord and Taylor

ABOVE: Enchanting blouse of Bianchini's white double silk chiffon and alpaca skirt. Nettie Rosenstein dress at Bonwit Teller. RIGHT: Checked shirtwaist top of navy-and-white rayon chiffon, with a navy rayon crêpe skirt, patent leather belt. Altman

HORST

Spring Sheaths

First: Tucked tube
of cocoa silk crêpe.
Hattie Carnegie Original.
I. Magnin.

Second: Shirred sheath
of black satin matelassé,
by Fira Benenson.
Salon de Couture,
Bonwit Teller.

Third: Bustle-sheath
of black silk satin.
Bergdorf Goodman Original

Side Drapery

One-sided cascade. Enka rayon crêpe dress in grège. About $35. Henri Bendel Young-Timers; L.S. Ayres

Side Fastening

Python buttons.
Beige wool dress;
red wool coat.
By Adele Simpson.
Jay-Thorpe; I Magnin

TONI FRISSELL

Mrs. Stanley G. Mortimer, junior, smiling up at her baby son. A glistening beauty with black hair and brown eyes, Mrs. Mortimer is the daughter of Mrs. Harvey Cushing and the late Dr. Cushing, the sister of Mrs. John Hay Whitney and Mrs. Vincent Astor. She and the baby now live in Pensacola, where Lieutenant Mortimer is attached to the United States Naval Air Station.

IF YOU CAN'T GO...GIVE!

Only the Red Cross does these things. Only your gifts support the Red Cross

If the Red Cross doesn't do these things, no one does:

Only the Red Cross collects blood plasma for the Armed Forces. So far, 1,500,000 pints have been sent to medical bases.

Only the Red Cross recruits Army and Navy nurses. More than 28,000 additional nurses are ready to be ordered to active duty.

Only the Red Cross sends Clubmobiles and recreation huts out to the men on the Fighting Fronts.

Only the Red Cross stocks Navy patrol boats and dirigibles with medical kits, supplies emergency clothing and food to torpedo survivors.

Only the Red Cross sends parcels of food and vitamin tablets for prisoners of war. So far, 1,004,000 packages have been shipped by neutral agents.

Only the Red Cross finds missing persons in enemy and occupied countries, sends messages to families there. So far, almost half a million messages have been handled by the Red Cross Foreign Inquiry workers.

Only the Red Cross acts as an emergency link between the men in the Services and their families, keeping in touch through some 2,780 Field workers and local Chapters. They have helped more than 1,525,000 men and families.

Only the Red Cross has supervision over the training of all Nurses' Aides.

The Red Cross does all these things and many more. Its hundreds of services are the honour list of our relief.

It is you who keep these Red Cross activities alive.

The Red Cross gets no money from the Government. The War Department, after auditing all Red Cross accounts, submits annual reports to Congress. The Red Cross needs $125,000,000 for its 1943 War Fund. On American citizens rests the whole responsibility. President Roosevelt has designated March as Red Cross Month. Give-Give-Give-Give-Give.

GIVE TO THE

RED CROSS

Return to Quality

By Abbott Kimball

DOWN East, where my forebears have lived since before the Revolution, the highest praise one New Englander can give another is to say: *"He wears well."*

That phrase is a short history of New England. It was coined by the founding fathers. They lived in an economy of scarcity. Quality counted in people and things. There were not many of either. It was important that they should wear well.

Ever since the opening up of the West released great agricultural and mining riches, America has lived in an economy of abundance. Even during the depression, although we had maldistribution of money and jobs, there were plenty of *things*.

In an economy of abundance, quality is not so important. If things wear out, it's easy to buy others. If people prove undependable, it's easy to change circles, switch partners. We have had more things than we could use, more leisure than we knew how to employ wisely. We have paid for a great deal of expensive nonsense, tolerated a great deal of shoddy and downright subversive thinking and talking. It has been unfashionable to insist on good value for our dollar, unfashionable to take a serious stand about anything. Now, for the first time in the memory of living Americans, we are coming again into an economy of scarcity.

Most of our man-power is making most of our materials into sudden death. Out of what goods are left for civilian consumption, we must feed, clothe, and shelter starving populations abroad. That will go on for some time, even if the war should end to-morrow. Americans will have to scrimp.

As thinking people perceive the approach of this economy of scarcity, the signs of a return to quality appear.

Already, smart women are picking clothes that are smart, trim, lasting. They are the fashion. It's the fashion, also, to be intelligent. It's the fashion to be responsible. It's the fashion to appreciate the blessings of freedom and peace that we've taken for granted so long; and to realize that good citizens have duties as well as privileges.

This is the sort of thing that happened in America before, when we had an economy of scarcity. Ruffles and knee-breeches went out; plain living and high thinking came in. Leading citizens were upright men of intellectual and spiritual attainments; the preacher, the teacher, the doctor, the judge. Women who were good managers of their households, expert in dairy, kitchen, stillroom, and spinning room, were emulated by young girls. Thrift was a virtue. Improvidence was a sin.

Again, to-day, the good manager, the skilful marketer, is coming back into mode. The country mistress with a storeroom of home-grown and home-canned fruits and (Continued on page 110)

ROSES ARE RED, THE LIPSTICK STAYS TRUE (opposite) ⟶

The makers of Chen Yu long-lasting nail lacquers have just presented a new lipstick—with much of the same persistence of colour. The case is news, too—it's plastic and flicks open at the touch of a finger. Opposite you see a girl trying "Golden Mauve"—a shade deeper than the roses of her Lilly Daché hat. (Van Cleef and Arpels' compact and jewellery; Lavando Orchid-green gloves, at Stern's.)

PHOTOGRAPH BY RAWLINGS

GJON MILI • CONDÉ NAST ENT

Double Take: Coat-Dress, Dress-Coat

PEOPLE ARE TALKING ABOUT...

Madame Chiang Kai-shek

MADAME CHIANG KAI-SHEK and the power of her appeal for China... The dark young faces of the French sailors from *Le Terrible* and the *Richelieu*, who giggle with pleasure when Americans applaud them on the street... The freedom of the air, mainly roiled by Clare Boothe Luce's smarty phrase, "globaloney."... William Saroyan's "The Human Comedy," both a movie and a novel about a family with the Irish name, Macauley, and the actions and wistfulness of Armenians—it is the best of Saroyan, gentle, exact, formed...

Lady Margaret Alexander

People Are Talking About... Lady Margaret Alexander of London, a vital war worker, wife of the British Commander-in-chief of the Middle East... The finagling of the Finnish... "The Ziegfeld Follies," a new show, funny and beautiful... Maxine Sullivan singing that pure-toned street cry, "Cockles and Mussels," in a voice like crème de cacao... *The Sergeant Says*, by Sergeant James Cannon, a book filled with information and sharply written, although his Army seems to be unduly made up of ex-fight managers...

Virginia Myers

People Are Talking About... Virginia Myers, who has an enormous job as assistant to the women's activities of the Ordnance Department—she deals with the safety and security of women in munition plants... The stupidity of buyers on the Black Market, who ought, instead, to report Black Market operators to the Office of Price Administration...

Carroll Glenn

People Are Talking About... Carroll Glenn, the twenty-two-year-old American violinist, who has played with twenty-five major orchestras this year... Turkey's strong man, Ismet Inonu, who is the only statesman to hedge successfully in this war... The silly patter song, "Move It Over," which the Army is turning into a new "Mademoiselle from Armentières." ... The strategic importance of West Africa, and the pretty, black women of Lagos, who wear elaborate fish-finned turbans of material sent from England's Manchester—the designs are Red Cross trucks, parachutists, and portraits of the King and Queen... The clear beauty of *Hellas*, with sixty-four photographs by Hoyningen-Huené and text by everyone from Thucydides to Yeats—all for the benefit of The Friends of Greece...

Valerie Hobson

People Are Talking About... Valerie Hobson, the English beauty in the English movie, "Young Mr. Pitt."... The shop sign, "Closed the Day of Hitler's Funeral."... The radio program on WABC, "The Man Behind the Gun," based on material brought back by fighters at Guadalcanal, Tunisia, the ocean floor... The nine-year-old boy who told his mother of the back-of-the-school-bus club he had joined in which the older boys played a wonderful new game. "You have to throw a seven first, Mother."...

← Coat-dress, Dress-coat

Playing ball with Ilka Chase's poodle, "Jingle," is a girl in a costume that can be worn over a dress...or *as* a dress. And when a coat can be a dress, too, that's a double take for you. This, of Pacific wool in a good, go-with-anything green; $50. Peck and Peck; J. W. Robinson. With it, you might try—"Laughter"—a gay, light perfume by Germaine Monteil

P.M. COATS

Your party coat . . . grown-up version. Your evening coat . . . cut-down version. That's the story of these P.M. coats. Something very special.
ABOVE: Silk moire greatcoat by Traina-Norell. Bonwit Teller; I. Magnin.

OPPOSITE, first: To top the prettiest dress you own, this black rayon faille coat with rhinestone-studded buttons. Milgrim; Vandervoort's.
OPPOSITE, second: Back-belted Chesterfield of rayon faille; rayon velvet belt and collar. Hat by Mme. Tatiana du Plessix. Saks-Fifth Avenue.

SIR WILLIAM BEVERIDGE

"THE BEVERIDGE REPORT"

Economic Primer...for War and After

POINTERS ON THE BEVERIDGE PLAN AND ITS AMERICAN COUNTERPART; THE VICTORY TAX; AND PAY-AS-YOU-GO PLANS

BY SYLVIA F. PORTER

[EDITOR'S NOTE: *Still in her twenties, Sylvia F. Porter, the clever financial columnist of The New York Post, is the only woman in the country to hold such a job on a major paper. This is her third article for Vogue.*]

JUST WHAT IS THE BEVERIDGE PLAN? There is a strange thing about this plan. It was written for Britain by Sir William Beveridge, and yet America has spent more time discussing it than almost any other non-military development of recent years. It's still a program-on-paper and yet, to tens of thousands, it passed out of the argument stage and became an actuality immediately after it was published. So quickly did its meaning touch the conscience of civilized nations that the name "Beveridge" seems destined to become a part of the English language as a synonym for social security (just as Sinclair Lewis' "Babbitt" stands as a synonym for the middle-class business man).

It is the creed of another war the United Nations are fighting—the war on want. Its basic objective is simply to provide minimum guarantees for everybody, all classes, all ages, against the three great hazards of life—unemployment, ill health, and old age. The cost of this tremendous expansion in social security for Britain is estimated at about $2,788,000,000 in 1945. Sir William recommends that the British Government contribute fifty-one per cent. of this; that workers contribute twenty-nine per cent.; and that employers contribute twenty per cent.

SIR WILLIAM BEVERIDGE (opposite)

The author of the famous social insurance plan is a slight, jaunty, pink-cheeked, white-haired man who looks like a character in a fey Scotch novel by Sir James Barrie. But, sixty-four-year-old, India-born Sir William is an authority on unemployment.

Most of his two-volume plan providing insurance from the cradle to the grave was written in longhand while Under-Secretary of the Ministry of Labour. Master of Oxford's University College, he wrote an "Anthology of Thoughts about Women," in 1913, but he never married until last December. He is, incidentally, the originator of the little submarine game, "Swish."

If they accept Sir William's proposals, the British will be going far beyond Americans in social security planning. Living costs are higher in the United States than in England, so an $8 weekly benefit payment over there is worth about as much as a $12 payment here. Now consider these comparisons:

Our 1935 social security law has no such thing as a maternity grant, and we know little about this in this country. *But Sir William proposes that every new mother, who has been employed, be paid $7.20 a week for thirteen weeks and that, in addition, she get a flat grant of $16.*

We have no marriage grants, either. *But Sir William would have $40 paid in a lump sum to working women when they marry.*

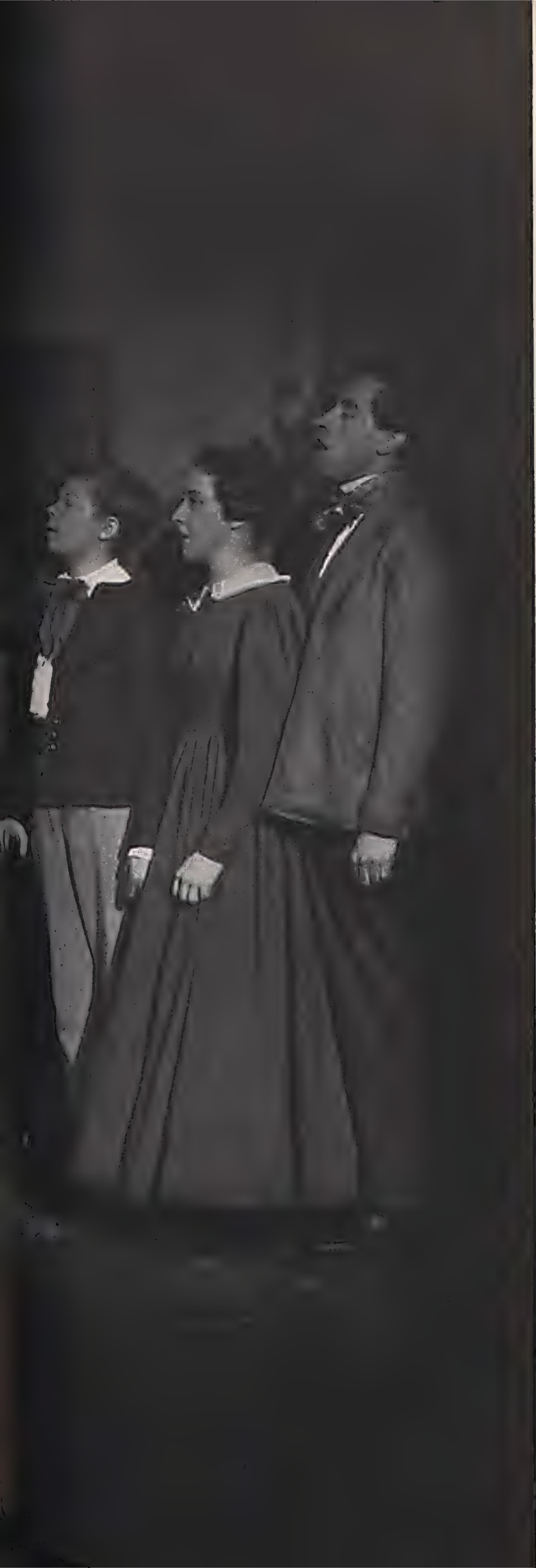
We have no clauses in our law providing for hospital or medical treatment, or for convalescence or for rehabilitation. *But the Beveridge plan would have the Government pay the medical and hospital bills for all people in all income groups. And it would allow health insurance payments of $11.20 a week to a married man with two children until he could get back to his job.*

We have no funeral benefits. *But Britain's program would include funeral payments according to age, ranging from $80 for adults to $24 for infants.*

Our law does provide unemployment insurance, however. The average payment for a worker in an American firm employing at least eight people, is $12.75 for up to a maximum of sixteen weeks, with the exact sum depending on State law. *Under the Beveridge plan, the maximum payment would be $8 a week for an unemployed couple and $4.80 for a single person, but Sir William beats us again by suggesting that the benefits be allowed indefinitely or until the worker can be retrained for another job.*

And finally, our law provides for monthly old-age pensions averaging around $35 for husbands and wives, $23 for single persons, $20 for widows, $12.20 for a dependent child. *But Sir William's old-age insurance payments would be the same as for unemployment —$8 maximum per week for a man and wife, and $4.80 for a single person.* And when comparing these figures, don't forget the higher cost of living in virtually all sections of the United States. (Continued on page 99)

PHOTOGRAPH BY CECIL BEATON



"THEY WERE THE MOST NOTABLE FAMILY IN AMERICA"

Helen Hayes in "Harriet," the new play about Harriet Beecher Stowe, of the crusading Beechers

THE Beecher family were a furious lot, who stamped their imprint on America with sixty years of Beecher sermons, Beecher books. In "Harriet," the sensitive, amusing play by Florence Ryerson and Colin Clements, the whole group live again. All the men were preachers, almost all the women doers. Here they are, from left to right.

WILLIAM, played by Guy Sorel. He said his wedding "had no cake, nothing pleasant about it."

LYMAN, played by Robert Harrison. The father of them all, author of Blue Laws, he was the most famous preacher of his day, thundered hell-fire from Boston to Cincinnati.

CATHARINE, played by Jane Seymour. Founder of two female academies, she was an Abolitionist, the first American home economist.

HARRIET, played by Helen Hayes, here in plaid. The author of *Uncle Tom's Cabin*, she was the Beecher most responsible for the Civil War. She made a fortune, died a legend, part eccentric, part grande dame, all Beecher.

EDWARD, played by Geoffrey Lumb. The cheerful Beecher, he was a college president, key-man in the Illinois underground slave railroad.

HENRY WARD BEECHER, played by Sidney Smith. He was a rouser, packed his Brooklyn church for forty years, had a finger in every religious, political pie; later he was charged with adultery, acquitted by a hung jury.

ISABELLA, played by Harda Klaveness. She stumped for suffrage, wrote caustic pamphlets.

CHARLES, played by Hugh Franklin (at the piano). He was the hymn-writing Beecher.

JAMES, played by Ronald Reiss. A missionary, he later commanded a Negro regiment.

MARY, played by Carmen Matthews. She was the only purely private Beecher.

THOMAS, played by Gaylord Mason. He built his own church, loved to ride the cab of the N. Y. Central, tooting the whistle.

BALKIN

10 QUESTIONS ABOUT STALIN

His plans for the Peace Conference, his designated heir-to-power, his private life . . .

By Larry Lesueur

[***Editor's Note:*** Larry Lesueur, one of the Columbia Broadcasting System's crack correspondents, was in Russia from October 1941 to a few months ago. He began his war reportage in 1939 when he was attached to the British Army in France, stayed through the evacuation from Brest on June 17, 1940.

During the *Blitz* his job was in London; then at the beginning of the Soviet-German war, he went to Russia for CBS by convoy to Archangel. From that port of debarkation, it took him seventeen days by train to reach Moscow, which was already under siege. Now in America, Mr. Lesueur has been broadcasting, and finishing up a book on Russia, giving here his opinion on Stalin and Russia.]

Is Stalin really a brilliant military commander, or did he leave the strategy of Stalingrad to his Generals?

Stalin is as experienced a military man as Churchill. Twenty-two years ago, Stalin personally directed the defense of Stalingrad, then called Tsaritsin. That was during the Civil War of 1918 against the Whites and Interventionists. Stalin was sent to Tsaritsin to manage the food situation and send grain from the Don Steppes to the cities. When he arrived, he found the Red Army command confused and panicky. He immediately placed the artillery staff and part of the general staff under arrest on a barge in mid-Volga. His next step was to rid the city of cowards and panic-mongers among civilians.

It was known in Moscow that Stalin flew to Stalingrad to direct operations, at the start of the siege last August. But even before his arrival, he telephoned the chairman of the Stalingrad Soviet and advised him that the first move in readying the city for defense was to clear it of panicky civilians.

The present Red Army advance into the Donets Basin from Voronezh follows almost exactly the route laid out by Stalin twenty-one years ago. It is no new manœuvre—the Red Army went in the Donets in October 1919 under Stalin's orders to seize the complex railroad systems of the coal basin.

What about his private life?

Stalin lives in an apartment in the Kremlin. He still has a summer house outside the city, but has not visited it since the war. He rarely leaves the Kremlin, and, when he does, he travels in a black Lincoln limousine with bullet-proof glass windows always well guarded by members of the Russian Secret Police.

Twice a widower, his family consists of a daughter and two sons. His daughter, Svetlana Josefovna Dzugashvili, is eighteen, red-haired and grey-eyed and stocky like her father. She has grave, strong features. She sometimes acts as hostess for her father in the Kremlin at teas, as she did at the last meeting with Prime Minister Churchill. Her brother, Vassily, who has taken the name of Stalin, is a Colonel and member of the Red Air Force. Their stepbrother, Jacob, was claimed a captive by the Germans in the Ukraine.

Stalin has never been seen in public with a woman. As a matter of fact, Stalin has not appeared in a theatre since the start of the war. However, prominent members of the ballet and opera frequently give private performances for him within the red walls of the Kremlin. Stalin speaks Russian with a pronounced Georgian accent. It is known that he once took lessons in English, but he rarely uses that language except to surprise English-speaking guests with a pleasant "good-night."

What price will Stalin ask at the Peace Conference?

Since the Germans forced the migration of Soviet industries from the conquered West to the Urals and Siberia, Soviet eyes more than ever before concentrate toward their own East. The Soviet certainly wants friendly governments on her borders. There are certain countries which have always had tendencies toward Socialism. There are others which will prefer to come under the Anglo-American sphere of influence.

There is reason to believe that Stalin will want the boundaries Russia had on June 22, 1941, before the German attack. These will include the Baltic States, which the Soviet declares became Soviet Republics by bloodless revolution. The Soviet also wants a large portion of the borderlands which she wrested from Finland, without which Leningrad would have fallen. Stalin will not be eager to give Bessarabia and Northern Bukovina back to Rumania because of their defensive value. But Stalin has stated several times that Russia is not interested in further expansion.

Regarding Poland, the Soviet wants approximately the frontiers fixed by Lord (Continued on page 106)

REPRODUCED FROM VANITY FAIR, MAY, 1931

Joseph Stalin, the monumental builder of the Soviet Union, silencer of the guns at Stalingrad

RAWLINGS

DÉCOR, PARZINGER, INC.

BACK VIEWS AND SIZES, PAGE 98

Red-letter Red This spring, if you're not in uniform, you'll want at least one red dress. Make it yourself, and make it like this—controlled lines, flaring colour. Wear it on red-letter days; wear with it beige-green Novo gloves, a honey-beige beret and bag, Dorothy Gray's "Red Letter" Red make-up. Jewels, Van Cleef and Arpels. Vogue Design No. 9639

Vogue Design for Dressmaking

GARDENS PLANNED FOR FRESH MENUS

Tips on Victory Gardening—how to make an hour a day, and 30′ x 50′, feed a family of four

By Richardson Wright

[EDITOR'S NOTE: *Richardson Wright, the Editor-in-chief of House & Garden, is one of the leading authorities on gardening in the country. Mr. Wright, who lives in a Greek Revival house (circa 1834), at Silvermine, Connecticut, raises enough fruit and vegetables to feed his family of four during the summer, and to can five hundred quarts besides.*

A dirt farmer, he also tends his eight hundred rosebushes, two hundred varieties of daffodils, and one hundred and twenty different kinds of lilac.]

FOR ten years the meadow had lain fallow. Nothing was done about it except occasionally dusting the land with fertilizer; we simply had to grow better hay than our neighbours. And when the hay was cut and hauled away, those three acres spread out between stone wall and paddock fence like a smooth, green, unbroken lawn. No, we said, we'd never invade that green serenity.

Today, half the neighbourhood is invading it. Our Victory Garden of last year—the first invasion—is now doubled in size, and the rest plowed into plots 50′ by 50′, harrowed, limed, fertilized, and ready for spring sowing. We sent out the notice through the O.C.D., "Come and grow it," and the neighbours came.

What happened in this isolated Connecticut meadow is happening throughout the country. For those who have no suitable land to grow their own food, land is being found. Private owners and big industrial firms alike are making this possible. All that is asked of those who come is a pledge—a pledge to work the land, to keep working on it throughout the seasons. If absent, they must find someone to carry on the cultivation. No seed or fertilizer is to be wasted, no crop allowed to go unharvested, no disease or pest allowed to gain the upper hand.

The gardeners of America are putting themselves under discipline, obeying orders, following a regimentation without which much of the home-production of food and its preservation for next winter's supply would be chaotic and futile. The land must be suitable; if in doubt, local authorities inspect it and decide. A Government formula fertilizer is available, but must be used only on that food-producing land. The first vegetables to be raised are the protective foods, those charged with the vitamins necessary to maintain bodily health and ward off sickness. Beyond these, if land and time are available, you grow what you please. The goal is to supply the family's table through the summer and "put up" or store enough to see it through the winter.

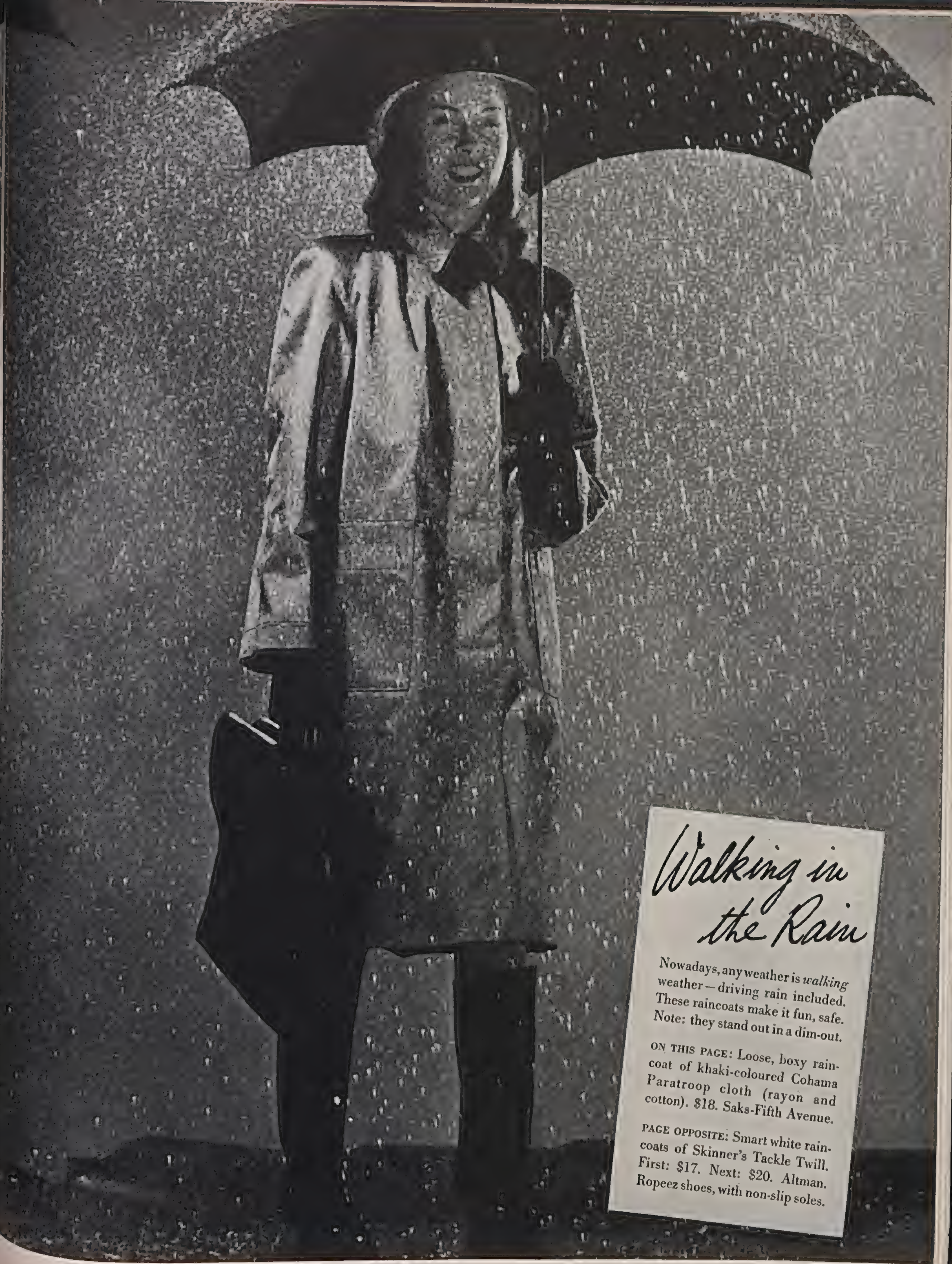
By careful calculation in planting and the use of succession crops to keep the land constantly producing, a minimum area 30′ x 50′ will supply sufficient day-to-day food and a limited winter surplus for a family of four. Once the land is prepared and the seed sown or the plants set out, this plot will require an hour a day to keep in good condition.

Many people, caught with the vernal urge, will plunge into Victory Gardening only to find that hour a day a burden, come the hot weeks of July and August. You can't just forget it and go off for a vacation. You can't just wring helpless hands when beetles start making a shambles of your beans. Nor can you wait until the cool days of autumn to get around to canning.

The two jobs run side by side almost from the first. You've no sooner seen your peas crack through the soil than the rhubarb is up and ready for eating—and for laying down in cold water against next winter's pies. Peas come in successive waves. Once you've had your fill of them at table, you'll be spending what seems almost interminable hours shelling and processing the surplus in jars.

JUST as it is best to work an hour each day in the garden instead of going at it in fits and starts, so must the canning be accomplished by almost daily additions, a few jars at a time. It is easier to do these few than to attempt the saving of any crop in one fell swoop. True, there will come gluts when the whole household seems to be doing nothing else except canning. It all could be eased by doing a little each day. And it is also advisable to use young vegetables in canning—small young beets and carrots and the tender snap-beans.

This scheduling of work and time is vitally important, especially when so many of us not in uniform (and many who are) have so many demands on our precious twenty-four hours each day. Another bit of advice to those who undertake this discipline (Continued on page 97)



Walking in the Rain

Nowadays, any weather is *walking* weather — driving rain included. These raincoats make it fun, safe. Note: they stand out in a dim-out.

ON THIS PAGE: Loose, boxy raincoat of khaki-coloured Cohama Paratroop cloth (rayon and cotton). $18. Saks-Fifth Avenue.

PAGE OPPOSITE: Smart white raincoats of Skinner's Tackle Twill. First: $17. Next: $20. Altman. Ropeez shoes, with non-slip soles.

RAWLINGS

Dinner à Deux

The Lieutenant's on leave. The lady looks lovely. They're talking quietly in the Champagne Room at El Morocco. Her hat—black satin, with a jet-and-satin cocarde. Her dress—black Enka rayon crêpe, spilling ruffles. Her perfume, "Tabu." Original hat, dress, diamonds: Bergdorf Goodman

OPPOSITE: Shatteringly sweet—the Hungarian gipsy music in the Champagne Room. Imaginative and pretty—the lady's hat. It's of black cotton organdie, edged with tiers of sequin-embroidered pink lace—right with a short dinner-dress. Lilly Daché; Vandervoort's; Harzfeld's. Jewels: Flato

SLIM, SLIMMER

JOFFÉ

ABOVE: Minimum material and maximum charm—black rayon crêpe sheath with bows and a new twist. Capri dress; $30. Altman; Rich's

LEFT: No sleeves at all, a black silk crêpe tube, silk net tie-on apron, gloves, and hat...witchery without waste. A Hattie Carnegie Original

HORST

ABOVE: Low-necked coat-dress for dinner, of blue Celanese rayon crêpe. A Rose Barrack design. $40. Dress, satin hat, real jewels; Bergdorf Goodman

LEFT: Enchanting across a dinner-table, the braided scroll net top of this black Enka rayon crêpe dress that is slim as a soda straw; $30. Best; I. Magnin

Bright Ideas

from the Spring Collections . . . plus 4 pages of pink

To wear like iron, a costume doesn't have to look like iron. Often the dress with the brightest dye is the one that never says die. (Think how practical red flannels were—for all their flamboyance.) Longevity isn't a matter of pigment. Clothes with spirit frequently outlive the soberer variety. Be careful, this spring, but not too cautious. If you love colour, look your best in it, know you won't tire of it—have colour in large doses. If you like to keep your basic clothes in black, navy-blue, grey, or beige, use colour as a subsidiary. Here are sound new ways for either formula...the bright spots of the Spring Collections.

PINK, this spring, has many new potentialities. On the next four pages, you see how it blooms—morning, noon, and night. Wear it as you might wear a rose, for fun and freshness, any time. Go marketing in a pink jersey shirtwaist dress. Dine in a pink dress with a printed fascinator over your head. Carry a huge pink felt bag with your brown or blue tweeds. Gird a short black evening dress with a pink satin sash. Revive your old black suit with a pink blouse or hat. Corral your neck with pink beads. Live some of your life in the pink!*

GOOD-AS-GOLD YELLOW. See the yellow suit on the cover that's as gilt-edged an investment as beige. Here it's worn with a purple blouse, but visualize it worn with a black blouse and topped by your black Chesterfield. Good-as-gold, too, can be a yellow top-coat (like the patrol coat in the February 1 issue)—a coat to wear with brown, grey, blue, black, or white. Or try a small dose of yellow by way of yellow gloves—with a grey flannel or navy-blue suit (nicest when the hat and blouse are white).

SPRING GREEN AND BROWN: They're new colours for spring—not hang-overs from autumn. See the handsome, hardy green coat-dress on page 50. This new spring green goes with geranium, pink, magenta, ochre, and always, anywhere, anytime, has a nice relationship with summer white. Bright brown—deep and rich—or that brand-new poodle-dog shade called "Caniche" (browner than beige, but beiger than brown) teams up with pink, or red, or white.

REDS AND BLUES. This spring, your navy-blue reefer might be lined in red. Your shirtwaist blouse might be red-and-white, candy-striped. Your beret might be red. Or you might carry a red bag with a black suit and yellow gloves; a navy-blue suit and white gloves. Blues are as various as moods: pastel, aquamarine, intense blue, navy. Try three shades of blue with a black suit: a printed blouse in two pale blues, a deep blue hat, then white gloves.

LUMINOUS WHITE. White is the most potent of all colours this spring...as well as a safeguard on dimmed-out nights. One of the most striking ideas is a white flannel coat-dress, worn with all-black accessories and white cotton stockings. Always, white appears in a big splash, never a dinky dab. Wide white belts gird black or blue dresses. Oversized white buttons go from neck-to-hem of coat-dresses. The entire vest front of a dress may be white. Or a stark-white jacket tops an outfit...all else being black.

***And spray on a pink perfume...Schiaparelli's "Shocking"**

Pink for morning
Simple shirtwaist dress of wool jersey; Best

Pink for afternoon
Pink-and-black dress—Bianchini's American Interlude print of rayon crêpe.
Jay-Thorpe; Jordan Marsh

Pink - any hour
any place

Pink - for town
Felt hat by Thornton.
Debcraft rayon crêpe blouse.
Dawnelle gloves. All; Altman

Pink - for town
or country
Felt Koret bag.
Day-long
corduroy gloves
by Merry Hull.
Both; Saks-Fifth Ave.

Pink - for tea
Woven organdie Breton,
green band, pink roses.
Braagaard

RRTSorrhé

Pink-for parties
Flower halo
by Tatiana du Plessix.
Saks-Fifth Avenue
Parlour-pink
Jabot-blouse of
mousseline de soie.
Burmel's evening
handkerchief.
Both; Altman
Pink of perfection
Schaffer capeskin belt.
Kislav gloves. Best.
Black and lotus-pink
mother-of-pearl beads.
Hattie Carnegie
Pink parfait
Six strands of pink beads
with a silver medallion.
Nettie Rosenstein necklace
at Bonwit Teller

Pink - any hour
any place (continued)

Pink for evening
Jet-outlined dots on
a dress of linen-like rayon;
Henri Bendel.
Pink dress of rayon crêpe,
with printed head-shawl.
Adele Simpson design.
Altman

BE ORIGINAL... SEVEN DAYS A WEEK

By Sigourney Thayer

WHEN you read a book, you insist on a point to the story. The same should be true when you take time out for eating. Menus should be exciting and to make them so, be original. To prove it, I offer you seven menus for seven days of the week, and ask you to take my word for it that this variety of choice could go on ad infinitum.

MONDAY night starts with curry soup and rice. Then, perfect popovers, skilfully incised on top, stuffed with minced tongue (the butt end of Sunday's supper), drenched with hot mustard sauce, relished with pickled tomatoes. For dessert, apple-juice jelly—pure apple-juice, straight from the bottle, jelled with an underdose of gelatin and half a lemon.

TUESDAY, a meatless day, is observed with *Scallops Poulette*—delicious and simple. Put butter (or facsimile thereof), soup stock, and a shake of ketch-up into a saucepan. When the butter is melted, drop in the scallops. The pan should not be very hot. Cook slowly until the water is drawn from the scallops, adding liquid to the sauce. After a couple of minutes, put scallops and sauce into a double-boiler, to steam until the scallops have the consistency of an oyster. Add good sherry just before serving. The second course is cold loin of pork (roasted on Monday), sliced very thin, with the bone removed. As a side-kick, serve watermelon pickle. Mine is home-made. Apple and celery salad blends with the pig. Baked Indian pudding is the homespun sweet. For my taste, the corn-meal should be coarse, preferably plumped with raisins. Like many puddings, it may be served piping hot or very cold. For this combine, I suggest heat.

WEDNESDAY'S menu has beet soup, presented sans the frippery of sour cream. Immersed in the soup are penny-sized disks of scrapple. Broiled veal kidneys carry on, baked cucumbers, and wild rice croquettes, fried in the fat of the roast pork. The wild rice must be boiled, dried, cooled, re-moistened with soup stock, moulded into balls, rolled in a light egg-and-potato-flour batter, then dunked and redunked with a strainer into the boiling saucepan of fat. Though I shouldn't digress, the croquettes would be crisper, browner, if cooked in peanut oil. For dessert, sliced, iced oranges soaked in Cointreau, or Triple Sec, which is made in America. Home-made lady-fingers are gloved in orange icing.

THURSDAY, it's cabbage soup and cheese sticks; then a stuffed roast goose and hot grape sauce. The purée of sweet potatoes is sharpened with cinnamon. The coffee Bavarian cream is spiked with a thimble of rum. The base of this cream is the glorified residue of morning coffee. Heat up, with this weekly hoard, milk, cream, sugar, syrup, a fair portion of gelatin powder. Pour into custard cups, leave in the ice-box overnight. During dinner, reverse them into the platter or glasses in which they are to be served. Press down thimble-sized holes, fill with a light West Indian rum.

FRIDAY we dispense with soup. Chicken livers are chopped and sautéed in baked avocado halves. Creamed oysters follow, in a ring of creamed noodles. This is the secret of the noodles: underboil them, drain off the water, place in a double-boiler with a generous helping of butter and plenty of grated Italian cheese. Stir the butter and cheese well into the noodles, leave all afternoon in the hot double-boiler, where the noodles may (Continued on page 103)

MONDAY
Curry Soup with Rice
Popovers Stuffed with Minced Tongue
Mustard Sauce
Pickled Tomatoes
Apple-juice Jelly with Brandied Whipped Cream

TUESDAY
Poulette of Scallops
Sauce Madère
Cold Roast Pork
Apple and Celery Salad
Croissants
Baked Indian Pudding

WEDNESDAY
Beet Soup with Scrapple
Broiled Veal Kidneys
Baked Cucumbers
Wild Rice Croquettes
Iced Sliced Oranges
Lady-Fingers with Orange Frosting

THURSDAY
Cabbage Soup
Cheese Sticks
Roast Goose
Hot Grape Sauce
Purée of Sweet Potatoes
Coffee Bavarian Cream

FRIDAY
Chicken Livers baked in Avocados
Creamed Oysters with Cheese Noodles
Deep-dish Pie

SATURDAY
Smoked Turkey Broth
Puffed Water Biscuits
Sweetbreads en Casserole with Mushrooms and Brandied Sauce
Braised Lettuce
Persimmons with Raspberry Sauce

SUNDAY
Spinach Soup, Croutons
Broiled Duck
Prune Purée
Creamed Oyster Plant
Buttered Wheat Cakes with Ginger Sauce

UNDER

Dresses under $20 for you under 20 years

Low neck-lines and short, short sleeves. They're a good idea for evening—a new idea for day. Cool idea for warm weather. Fabric-saving idea.

Above, left: A dress of navy-blue rayon crêpe, white piqué rickrack cutting along the low oval neck-line. Worn with it, a Dutch cap of white piqué.

Above: J.g. version of the short formal dress. This, of flower-printed black crêpe, shirred in at the waist. Short sleeves vee up; neck-line rounds down.

Left: Free of flam and business, an afternoon dress of sheer black rayon crêpe. The neck-line ties in a bow; the bodice is smocked, close-clinging.

OPPOSITE: Here is a strong possibility for "Dress Most Likely to Succeed This Year." Bright brown rayon shantung; square neck-line. Kislav gloves.

• All, at Best; Thalhimers; Neiman-Marcus

TWENTY...

HORST

DRESS AT HENRI BENDEL; I. MAGNIN; MARSHALL FIELD

Tailored black lace dinner-dress

Black LACE

Openly pretty is black lace. Frankly feminine, too. Now it's back to make afternoon dresses *prettier*...short evening dresses more filmy.

1. Black lace and no fripperies...a trim cotton-and-silk lace dinner-suit. Faille-bound jacket, a dandy ruff. Milgrim Original; Marshall Field

2. Chantilly-type lace with all its legendary appeal, for the apron and hood of this rayon crêpe afternoon dress by Omar Kiam. Saks-Fifth Ave.

3. Silk satin sheath, with a Chantilly-type lace top. (Not shown is a long lace skirt that you can wear over the sheath, to vary it.) Hattie Carnegie

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HORST

Mrs. Boissevain; Champs-Elysées screen by Bernard Lamotte

...LITTLE HOUSE

FANTASIA IN THE WHITE DINING-ROOM: Swooping green dress serge curtains frame the windows leading to the garden; a table painted white; gilt-and-crimson chairs à la Maxim's

MRS. Carroll Boissevain decorated her tiny New York town house with a "whim of iron." She worked with three points in mind—and she kept to the points.

CAMOUFLAGE. Because the house is abnormally long and narrow, she created an illusion of width by carrying the same shade of pink paint, the same taupe carpeting—from the front door to the rear of the house.

SPACE-SAVERS. Only four people could fit around the conventional dining-table, but when she added two crimson velvet-covered banquettes in the far corners, and collapsible tables to fit them, the seating capacity rose to eight. Instead of just being a passageway, the front hall is a music-room. In it, Mrs. Boissevain put her baby grand piano; clumps of old-fashioned potted palms; and a white screen cutting off the view of the stairway.

FANTASIA AND FINE PIECES. Mrs. Boissevain believes one balances the other. She has put together a beautiful eighteenth-century wood-carving, a Picasso, rare old French lamps, and mixed them with whimsies. She added caterer's gilt chairs with crimson seats; an old set of walnut furniture painted white and upholstered in bright pink; curtains of unlined, dark green dress serge, and curtains of white rayon moire, gold-fringed. And everywhere bunches of five-and-ten-cent store fake flowers.

CAMOUFLAGE IN THE PINK HALL: A mirrored panel—a trompe-l'œil effect for width's sake; the pale pink walls, the taupe carpet begin here, overlap the whole first floor

...BIG IDEAS *Both belong to Mrs. Boissevain*

SPACE-SAVER IN THE DINING-ROOM: The tiny crimson velvet banquettes, the round tables, double the seating space; the sideboard, an old dresser, whimsified in white and gilt

FANTASIA IN THE PALE-BLUE-AND-WHITE BEDROOM: An iron bed, bought in a Nantucket junk-shop, is painted white; a white cotton spread; on the wall, a Mexican madonna

NYHOLM

FINE PIECES IN THE PINK LIVING-ROOM: Over the Victorian white marble mantel, an eighteenth-century French wood-carving; on the tables, Mrs. Boissevain's collection of silver and gilt boxes. (Not shown, a painting by Picasso)

About Forty?

A price meridian for the midst of your life

ABOUT forty? It's a time when a woman is right smack in the middle of things. It's a price that's right down the middle of the road between inexpensive and exorbitant. It's this department...wherein you'll find well-balanced, well-made clothes for about $40.

RIGHT: Redingote-cut to elongate lines; bolero to belittle hips. Really a one-piece dress of blue and print rayon crêpe. Hat has a ruche of white straw braid; well-anchored veil. $13.

OPPOSITE, FIRST: Long V line of this pleat-edged shawl collar gives illusion of height and slenderness. A dress of blue rayon crêpe, cut like a suit. A blue straw hat. $13.

OPPOSITE, SECOND: Boleros with a little flare minimize waists and counterbalance hips. This suit-dress of blue rayon crêpe has spanless pleats down the skirt. Blue straw beret. $16.

• All dresses about $40 each. All dresses and hats are at Arnold Constable; B. Forman

48-hour-week Coats

You'll rate a top-coat Essential—for most things you do in the country, for new and strenuous things you're doing in town. On these two pages, four full-time top-coats—beautifully cut, beautifully capable. Wind and weather can't keep them from working, and they won't resent Overtime. They're sturdy as sturdy, simple as a straight line. Almost as vital as Ration Book No. 2.

Below, left: Hard-wearing coat of soft, deep-pile wool. Tortoise-shell buttons. $40; Peck and Peck.
Right: Shagmoor coat of wool fleece; easy shoulders. $45. Abraham and Straus; Carson Pirie Scott

LUIS LEMUS

TONI FRISSELL

12-month Coats

Two durable top-coats, careless of time and meteorological changes. First: Maxdon Yearounder of Shetland-type wool; $40. Vandervoort's. Second: Alpagora coat of wool tweed; under $33. Vertès print scarf. Russeks: J. L. Hudson. Both pages: Shaleen stockings for tweeds

LUIS LEMUS

TONI FRISSELL

SHOE RATIONS... WITHOUT A PINCH

THE average American woman bought 3.7 pairs of shoes per year before shoe rationing began. Now she buys 3 pairs. Comparing averages, shoe rationing has little of what can really be called a pinch. Even the woman accustomed to buying far more than 3.7 will find the sting negligible as she realizes that she is as many years ahead as she has pairs still on hand. The peacetime fun of buying for the sake of variety will be supplanted by the fun of choosing wisely our quota for the year. It's a little like having three wishes and wanting to make them all good. Here is as sane and all-encompassing a formula as we know:

RATIONED SHOES: These shoes, left, are three samples of designs that can be yours for 3 coupons. They are not the *only* three designs, but we choose them because, as a trio, they could keep you going all the year.

First, a hard-walking, long-living, all-season, town-or-country shoe. A classically simple Oxford, of seamless calf, with a broad heel.

Second, a high-heeled (no heel can be over 2⅝ inches) opera pump for your afternoon or short dinner-dresses; of suède, kidskin (perhaps white for summer), patent leather, gabardine, or faille. Unadorned, as per M-217, but you can add steel buckles or faille bows on your own.

Third, a step-in shoe (alligator, lizard, calf, suède, gabardine, or patent leather) to cover those in-between occasions.

NON-RATIONED SHOES: Non-rationed shoes are segregated from rationed shoes in shoe departments. As we go to press, these five types of shoes, left, are non-rationed. The first is a ballet slipper. Once incidental in your wardrobe, it will find itself playing a lead rôle as a shoe for evening, dinner at home, or almost any indoor casual life. Buy them in white satin, and tint them the shade of your evening clothes. If you're a bride, wear them white for your wedding and tint them later on. W.P.B. Order M-217 controls the manufacturer's use of colour, but not you.

Second, a rope-soled fabric play-shoe. You can take the wear and tear off your valuable rationed shoes by wearing them on those rambles that could hardly be called walks. Made entirely without leather, these, plus a few other play shoes, can afford to be non-rationed.

Third, a soft-soled house and bedroom slipper for scuffing about.

Fourth, a hard-soled mule that may learn to play a more formal rôle than bedroom scenes before it's through.

Fifth, an all-rubber overshoe that will be appreciated for leather conservation, as well as for warmth and dryness in snow and rain.

These five shoes represent the types from which you may still pick and choose at will. The peacetime purpose of each still holds—plus the additional assets of their being our relief corps.

• Incoming—Vinylite-soled shoes (possibly non-rationed).

← **OPPOSITE:** Handsome town suit to do your walking in...all wool, brisk, clean red, white, and black checks. High lapels. Handsome shoes to do your walking on...one-strap, tan calf Vitality shoe; or, far left, Tweedie shoe of russet tan calfskin. Suit; $35. At Lord and Taylor; Rich's Atlanta

Swish... Spring Idea

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LUIS LEMUS

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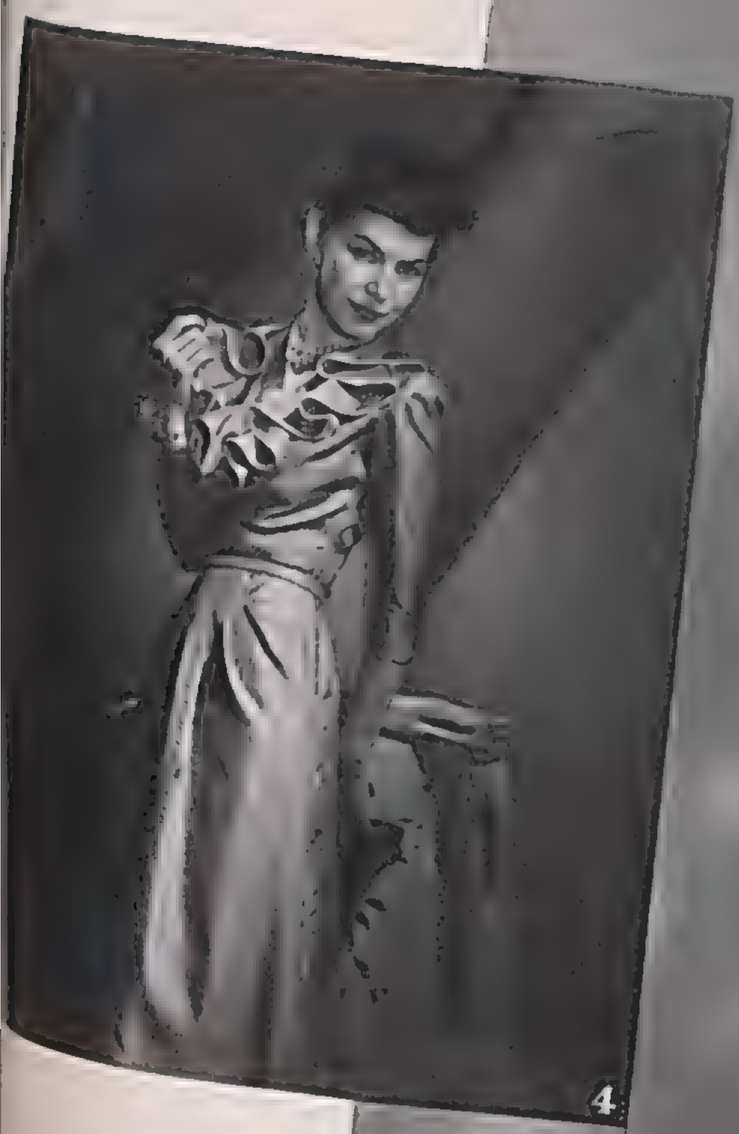

SURGING back is surah. Silk surah. And a new rayon surah. That same crisp fabric that gets tied in knots in men's ties, doesn't crush. 1. Red plaid rayon surah jacket with a skirt of navy-blue rayon crêpe. A Pattullo design; $90. Saks-Fifth Ave. 2. Tidiness in black-and-white—on checked rayon surah; $35. Best. 3. Checked suit of rayon surah. By Adele Simpson. $50. Bonwit Teller. 4. Silk surah dress, black-and-white checked. Ruffled collar. $30. Best. 5. Glen plaid in black-and-white for this rayon surah suit. It's by Claire McCardell. $35. Lord and Taylor. 6. Shoulder bows on black-and-white rayon surah; $40. Altman. 7. Slim rayon surah suit, checked black-and-white; $80. Jay-Thorpe 8. Checked blouse of Enka rayon surah, with a navy-blue wool skirt; $30. Henri Bendel Young-Timers. 9. Pencil-striped suit; navy-and-white rayon surah; $50. Hattie Carnegie Jeune Fille Salon; Jordan Marsh.

Shop Hound's

DISCOVERIES IN BEAUTY

SHOP-HOUND—Vogue's indefatigable seeker-outer of fashion-in-the-shops—decided she'd had her cold black nose too long to the grindstone. The eye was glazed, the body limp, the hair lack-luster. So we took her pedigreed looks in hand.

Go, we said (scribbling addresses furiously as we spoke), to the following shops. And, we said (never ones to let an opportunity slip by), *take your notebook with you!* No reason, we said, why you can't jot down a few notes between shops. We are now glad to report that Shop-hound returned, not only beautiful, but with a page of advice. Which, herewith, we print.

A Pygmalion-type Man. Eddie Senz has been dispensing glam-oor out Hollywood way for years. Now he's set up shop at 730 Fifth Avenue for the benefit of those who may not be investments in celluloid—but have other perfectly good reasons for looking better than *au naturel.* When Senz makes with the make-up, he doesn't just prettify. He goes to work and gives new faces to people who don't like theirs. He does this with make-up, tweezers, hair-styling—and a vast knowledge. He shows you how his miracles are performed, so you can carry on at home; makes a drawing of how your hair is best arranged for your face (or you can have it done there for a moderate fee); asks you to come back and be checked over. All of this takes three or four hours and costs $25—which wouldn't make you wince if that were the price of a hat.

A 5:30 Revival Meeting at Coty's has been the reason many a girl has been able to go on to the party with a sparkle in her eye, instead of home to bed, with a cold compress on her noggin. When everything in your day has contrived against you—dash into Coty's beautiful baroque shop at 612 Fifth Avenue, and ask for their quick, pick-up facial. A mere half-hour in time, and a dollar and a half in currency, give you this: your clothes are taken by a maid to be brushed and pressed; you lie, relaxed in a chair as soft as a cherubim's cloud; you have a quick, deep-cleansing facial; you are made up by an expert; into your room is piped—you sybarite, you—music by Muzak; and you are sprayed with an appropriate perfume as you leave.

Hair-Dressing, Cafeteria Style. Lura de Gez, the hair-dresser, has opened a salon that goes against all the rules of gravity—especially the gravity of the unexpected-engagement situation. (And my hair—you ought to *see* my hair!) In this new salon, she teaches you how to take care of your own hair—which puts her in direct competition with herself as a hair-dresser. Both salons are at 714 Fifth Avenue. But in the self-service salon, she will give you five lessons of two hours each in: the correct brushing, laundering, styling, and setting of your hair, for $10. After *that*—unexpected engagements hold no terrors above the hair-line.

After-office-hours Beauty Course. Everyone's working harder now. Beauty, now, is more than make-up. It demands health, co-ordination, discipline—and alertness. With all this in mind, Dorothy Gray has keyed two War-time Self-Improvement Courses to evening hours. Twelve lessons are $35; six lessons, $20—and the hours are 6:30 to 8:30. Given away with each course are $5 of beauty preparations. You get a head-to-toe check-up, posture work, exercises, hair-styling, lessons in individual skin care, make-up, and clothes, voice correction, and diet advice.

Have Your Complexion Screen-checked. The Dermetics Lobby Shop (on the first floor of Radio City's 630 Fifth Avenue building) is set up to give you a private preview of your complexion. You sit before a machine which magnifies your skin, and throws a picture of it where you can see it on a screen. This analysis costs you nothing—but they will advise you which of their wax-less hydronized oil skin preparations they believe you need. They will take notes on your skin problems, put them in a file, and you may come back at intervals for further screen-testing—to have a visual record of your complexion's improvement.

IT'S HAPPENING TO *You*

You change imperceptibly in spite of yourself, but only you can determine whether the change is for the better... An Efficiency Plan will chart a health and beauty program to make a bright future more secure... Since time is vital, this plan is concentrated, gets down to essentials fast. Here minutes are magic and every minute is well spent.

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Wherever cigarettes are smoked, add a touch of graciousness with rich, distinguished MARLBOROS. *So very much more pleasure . . . for so little more in price!*

IVORY TIPS—PLAIN ENDS—BEAUTY TIPS (red).

DISCOVERIES IN BEAUTY

A fun-way to powder after your bath: use Tone's Powder Puffer, which sprays you with "Wood Violet." Also in the "Wood Violet" family are Cream-Deep Cologne, a bright lipstick. Bonwit Teller

Dermetics is a three-step, skin-care program. Each step a waxless, liquid Hydronized oil. The cleanser, "Soil Adsorbing Oil Cleanser," is magically non-greasy, quick and thorough. 630 Fifth Ave.

Jergens presents matched accessories for your face: their new "Twin Make-up" partners in one box, a Velvet Make-up cake powder foundation, and loose powder in a tone to harmonize exactly

VOGUE STUDIOS

Cutex (a company always devoted to thinking up ways to make your hands prettier) has just introduced a new hand cream—it's fluffy, non-greasy, fragrant as a spring garden. Bloomingdale's

They Fit Like Your Dress...

can't sag... won't ride

"WONDERFORM"... Scientifically made to conform to your body lines. A true bias six gore slip that's cut just like the dress you'll wear over it. In rayon crepe, satin, taffeta also lovely silk and Bemberg rayon. In the colors and sizes you'll want. From about $3.00 to $6.00 in lace trimmed or tailored styles.

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CORDAY
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Possession
Captured in Fragrance
les parfums de
CORDAY
FROM THE ATELIERS OF toujours Moi

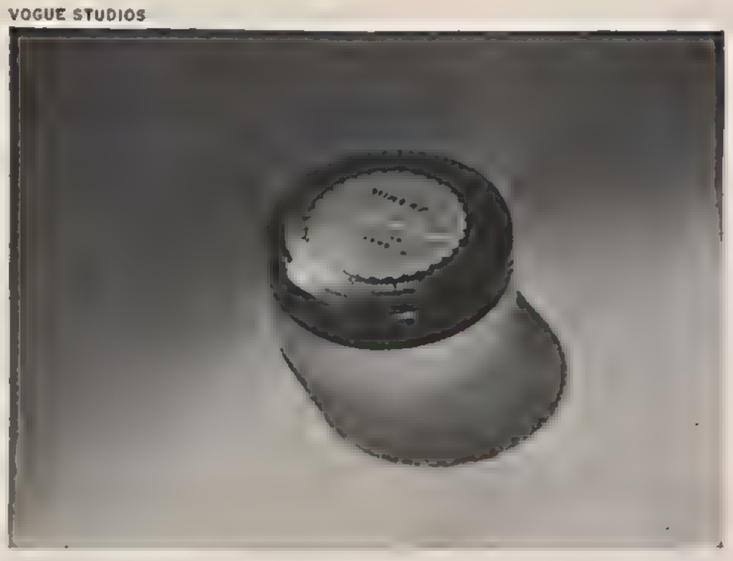
DISCOVERIES IN BEAUTY

The exotic flavour of the perfume "Tabu" can now linger on in your bath. Dana is making a fine soap, milled in the French manner. There's bath-powder, too—hot on the scent of "Tabu." Altman

Yardley is now making here a hand lotion they created in England for women with bad cases of "war hands." It's a pink, silky, refreshingly-scented cream with no sticky feeling. Lord and Taylor

If you like a generous powder-case that can be counted on for more than a few dabs—here's a new idea. A draw-string pouch of ribbon. The mirror stays clean—it's outside, on the bottom. Bonwit Teller

VOGUE STUDIOS



Miner's—who've made theatrical make-up for generations—have just presented a new foundation cream, with a creamy, protective lanolin base. The colours are many, and the performance good

CHEESE, OUR GREAT STANDBY

NYHOLM

Beer with firm cheese—such as this Maybud Gouda and smoked Kaukauna Klub. The cheese, walnut board, big glasses—all from Hammacher Schlemmer

When the war first cut down our supply of cheese from abroad, we began to sit up and take notice of our American products.

And we have reason to be proud. Edna Ferber, who is a great gourmet, says that our rat variety of cheese is the best of the lot, and claims if it were promoted as "*fromage au rat*" we would consider it the last word in delicacies.

Cheese supplies, in a concentrated form, practically the same food values as meat, as well as those milk properties they tell us we must have daily. So even though—or, perhaps, because—we have to use cheese sparingly now, you should know what's what in American cheeses, and profit thereby.

By far the most popular cheese in America is Cheddar. It is known in many shapes—daisies, long-horns, flats, Young American, and twins—but all are basically the familiar American Cheddar cheese. Its flavour ranges from very sharp to mild, according to length of cure, and its texture from very creamy to crumbly. The degree of sharpness depends on the length of time the cheese has been ripened. "Mild Cure" is effected in from one to three months; "Medium Cure" requires from three to six months; and "Sharp Cure" takes six months or more.

They talked a good deal in Wisconsin of a "Coon" cheese made during the grass season. This variety is one of the most popular kinds of Cheddars—the full-grass, shelf-cured variety being produced exclusively in New York State. Vermont, too, turns out a super Cheddar, but in such limited quantities it's hard to track down unless you get a Vermonter to buy it for you at the source. That novelty, Vermont Sage cheese, is a favourite in New England, but a rarity elsewhere.

California Special

Out on the Coast, you may have run across an Oregon cheese called Tillamook. I've never seen it in the East—probably for the same reason you rarely find that wonderful California Jack cheese outside its native state. Unfortunately, like some wines, this delicious, soft Cheddar doesn't travel well. It is one of the things I always look forward to ordering in California—along with the rock-crabs, green celery, and tiny Pacific oysters.

Considering the quantities of cheese that Italians consume, you might think the largest factory producing Italian-type cheese was located somewhere in Italy, but, actually, it is an American company, with many plants around Wisconsin and Michigan. Production of Italian cheese in quantity began at Lake Nebagamon, Wisconsin, in 1923, and now the state turns out a long list of Italian cheeses, including Parmesan, Reggiano, Provolone, Romano, Gorgonzola, Incanestrato, and Ricotta. Particularly pleasing is the news that the company has recently perfected the manufacture of what, to me, is the most delicious of all Italian cheese—Tellagio.

I was first introduced to this cheese when visiting the Gene Tunneys in Brioni. Gene, being quite a gourmet, claims it is the finest product of Italy, even surpassing the somewhat similar Bel Paese and Dolce Verde. Having acquired a love for it, Tellagio was one of the first cheeses I asked about in Wisconsin. Few knew anything about it. But in Fond du Lac, I spoke about it to young Mr. Raymond Tolibia, a director of the New York company that bears his name, who happened to be on a tour of his plants in Wisconsin. He beamed and said: "We have what you're looking for right here. It's our 'Elmo' brand." Certainly, I never would have tracked down Tellagio by such a name as Elmo.

Smoked Cheeses

In going through the Italian cheese factories of Wisconsin, I was surprised to find that Provolone is one of the biggest sellers. Awfully picturesque it is, too, as you see hundreds—I suppose thousands—hanging up in shapes varying from balls in basket jackets, to long cylinders, and huge Seckel-pears. Provolone, being smoked, has a special, piquant flavour.

Speaking of smoked cheese, one that is achieving great popularity is Kaukauna Klub, made in Kaukauna, Wisconsin. Put up in sturdy crocks, or sold in fat sausage-shapes, this racy cheese is a favourite in Hollywood and on Broadway.

Bel Paese, I was surprised to learn, is a trade-name and, in America, is made only by one company, which owns the rights to the name. Though it isn't a (Continued on page 94)

1-Minute Mask!

—quick glamour "pick-up"

Complexion dreary?

Dismaying, isn't it, when your skin gets that humdrum look! When tiny, dead skin cells rough up its smoothness, when tight-sticking specks of grime dull its fresh color—your face just naturally goes into the doldrums!

The 1-Minute Mask

Quick-change that drab looking skin of yours with the 1-Minute Mask—new way of using Pond's Vanishing Cream! Blanket your face in a satiny white mask of cream—over cheeks, forehead, chin, throat—all except eyes. Leave it on one *full* minute. Now tissue it off—and *love* the difference!

"Nowadays, when we're all doing more—in less time—a quick beauty 'pick-up' like the Minute Mask with Pond's Vanishing Cream is a real blessing!"
MRS. WILLIAM F. DICK

"Waked-up" face! Smoother...fairer!

Your face has been "re-styled!" In that precious minute the "keratolytic" action of Pond's Vanishing Cream was loosening little skin roughnesses, dissolving tight-sticking specks of grime. Your face feels sweetly softer. It has a "waked-up" look! Make-up smooths on like a dream—clings like velvet!

It gives a Beauty Bonus — it's Two in One!

A POWDER BASE!

Always before make-up, smooth on a thin film of Pond's Vanishing Cream. Not "oozy." Not drying. Helps protect against weather—holds powder for hours!

A 1-MINUTE MASK!

3 or 4 times a week, use Pond's Vanishing Cream for the Glamorizing 1-Minute Mask. It's a happy surprise—a "beauty bonus" for your complexion.

★BUY U. S. WAR BONDS AND STAMPS

"When there was so much talk of whalebones and laces coming back, weren't you ready to shy away from the new foundations, too? ☆ ☆ ☆ But you know I mighty soon found out that HICKORY garments were just as wearable and comfortable as they always were. Sure, they're made with less elastic but they must have put in more of something else that works even better to control those bothersome bumps and bulges ☆ ☆ ☆ They're $6 to $11 at leading stores. And ask to see PERMA☆LIFT Brassieres with 'The Lift that never lets you down.' $1.25 to $3" ☆ ☆ ☆ A. Stein & Company ☆ Chicago ☆ New York ☆ Los Angeles

Perma·lift Hickory
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BRA-TOP FOUNDATIONS BY

★ "THE LIFT THAT NEVER LETS YOU DOWN"

CHEESE, OUR GREAT STANDBY

(Continued from page 93)

Wine with rich cheese—such as this Rouge et Noir Camembert and Brie. Cheese, the walnut-and-Lucite board, decanter and glasses; Hammacher Schlemmer

duplicate of the European original, the Pennsylvania Bel Paese is, many agree, delicious in its own way. That lovely-sounding, lovely-textured Italian cheese, Dolce Verde, hasn't been attempted yet, unfortunately, but Gorgonzola is now made in America with all the pungency, lusciousness (and I am afraid indigestible qualities), we used to find in Italy.

Brie, from Lena....

Brie is made in Lena, Illinois, in California, Wisconsin, and several other localities—and here's a case where our American imitation certainly is every bit as good as the Old-World product. And if you used to like Camembert in France and Edam in Holland, you can get remarkably good counterparts here in America.

For ten years or more, most of the Port Salut we have eaten has been made on this side of the Atlantic. Up in Canada, in the Province of Québec, Trappist monks make a cheese with the same formula and process as their brothers use in France. It is apt to be called Oka over here, though many French restaurants list it as Port Salut on their menus.

Scandinavian gourmets will be glad to know that in the little town of Campbell, New York, they're making a superb cheese such as they used to gloat over in Norway. Holmboe Gjetost is the name—a whey cheese made of cow's milk, goat's milk, and cream.

A type of cheese that has come to the fore since the war, is that called "Blue." This South American product caught on so quickly that many American cheese companies now make it. Contrary to what many think, Blue is not the same as Roquefort—the former is made from cow's milk, the latter from sheep's. Even in these days, Blue cheese is produced in greater quantities than ever.

How to Treat Cheese

As we become more cheese-conscious, we will probably learn to serve it more regularly, as they have always done in Europe. I love the English idea of using a bunch of fresh watercress as an accompaniment, and the ceremony they used to make of serving cheese in Mittel Europa—the thin slices of pumpernickel or sour rye bread, the pats of butter, and the radishes. A wonderful marriage, that, cheese, butter, and radishes.

Two other good marriages for cheese are wine and beer. Beer is perfect with simple, hard cheeses—wine with the richer ones. I like Colcombet Pinot Noir, and Beaulieu Cabernet, and Inglenook Pinot Noir. Beaumont, rich and heavy, is a good match with Brie; Italian-Swiss Colony Tipo, a lighter wine, with the Italian type of cheeses.

Of course, the amount of cheese available for consumers will largely depend upon prior claims of the Armed Forces and Lend Lease. Even though our cheese production is greater than ever, civilian consumption will be less—much less. So we should treat cheese seriously, using it for its nutritive and health value rather than for fancy trimmings and tidbits. It's a great standby.

WILLIAM B. POWELL

SCRAP-BOOK WITH A PURPOSE

Because, during wartime, there are few homes in the making, decorator Ruby Ross Wood, writing in April 1 Vogue, suggests that you plan your future house on paper, tells you how to keep a reservoir of ideas in scrap-books, as do Ilka Chase, Mrs. Cole Porter, and Mrs. William K. Dick.

APRIL 1 VOGUE on sale at your newsstand March 26

Everything your Lips desire

apple red

A gay, true red, becoming to every woman.

red velvet

A deep, rich red for beauty after dark.

cochinelle

A startling rose-red to wear for conquest.

red coral

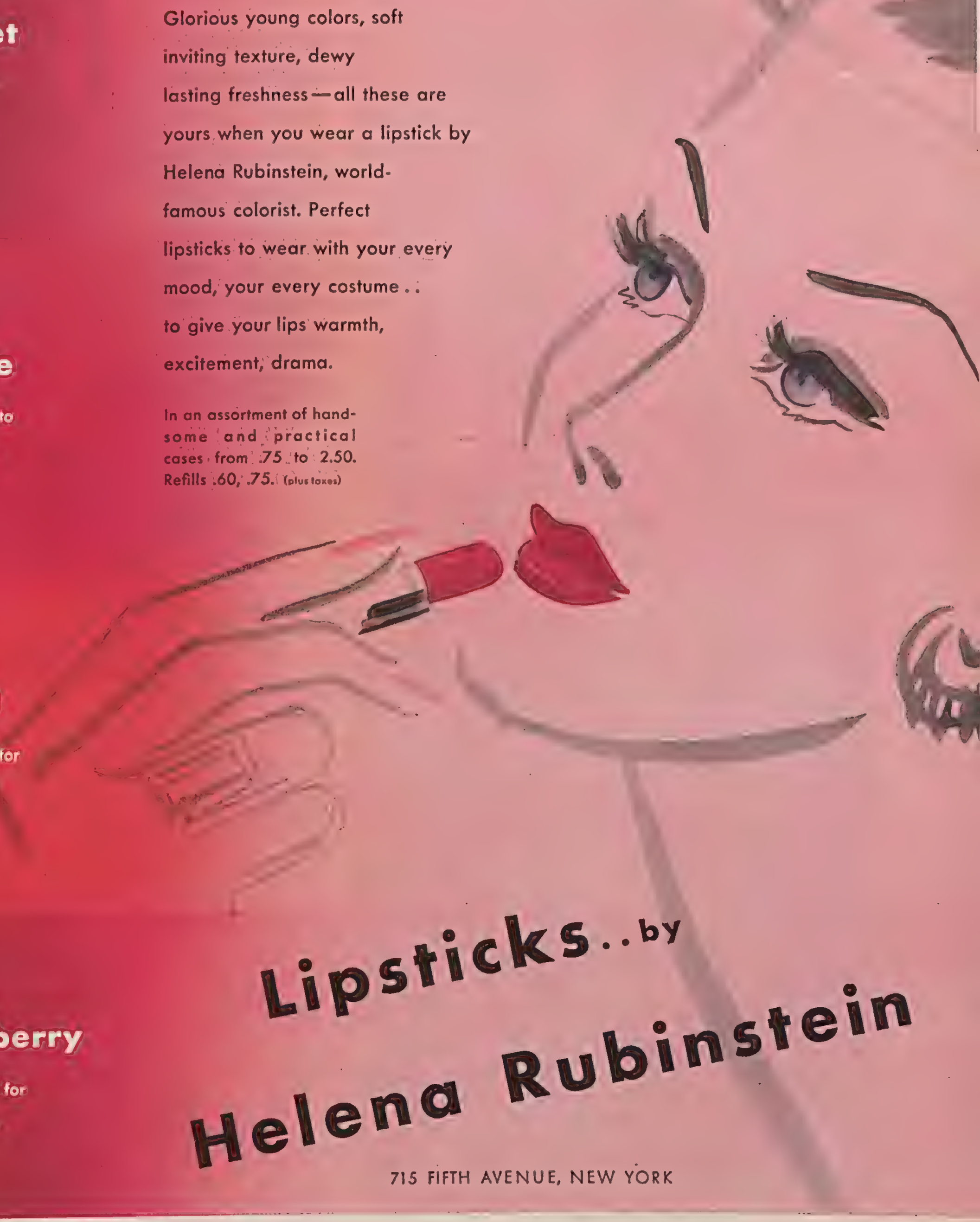
A vivid, orange-red for the great outdoors.

red raspberry

A soft, flattering red for conservative women.

Glorious young colors, soft inviting texture, dewy lasting freshness—all these are yours when you wear a lipstick by Helena Rubinstein, world-famous colorist. Perfect lipsticks to wear with your every mood, your every costume . . to give your lips warmth, excitement, drama.

In an assortment of handsome and practical cases from .75 to 2.50. Refills .60, .75. (plus taxes)



Lipsticks..by Helena Rubinstein

715 FIFTH AVENUE, NEW YORK

AT ALL SMART STORES: SALONS IN CHICAGO, BOSTON, WASHINGTON, PALM BEACH, TORONTO, CANADA.

Open your door to Beauty

Try before you buy

You say goodbye to cosmetic mistakes—and have more money for War Savings Stamps—when you make your selections the Beauty Counselor way. You never spend a dollar, not even a dime, on a lipstick that isn't becoming or a cream that's not right for your skin.

The Counselor brings a cosmetic counter right to you, in your own home. She is trained to help you make the most becoming selection, but you don't have to take her word for it. You are free to experiment to your heart's content.

Should you—perish the thought!—not find anything of interest, you can still walk away. Counselors are not "high pressure" sales people. They call only on recommendation or invitation. To begin now to *try before you buy,* call your neighborhood Counselor, or drop us a card for her name.

beauty counselors

GROSSE POINTE, MICHIGAN
WINDSOR, CANADA

BEDROOM AND BATH

Boudoir coat with bishop sleeves (legal in lingerie) and wide bands of Alençon-type lace. It's a "Lady Leonora" design of blue Bur-Mil rayon satin; $10. Nightie to match; about $4. Macy's

GLENN GREEN

Bathrobe-housecoat with the ample lap-over of a maternity robe. Wallpaper-fresh print, basically blue. "Juliana" design of Pacific's cotton broadcloth. $3. D. H. Holmes, New Orleans

GARDENS PLANNED FOR FRESH MENUS

(Continued from page 61)

of Victory Gardening—ease into it.

At first glance, the whole food picture looks pretty grim. It *is* grim. Grimmer than most of our citizenry realize. We will be rationed, and we will have to continue producing much of our own vegetables and fruits long after the peace. On the other hand, there are ways to streak the dark clouds with silver linings.

Good soil is not enough. Long hours hacking with a hoe is not enough. Interminable afternoons and nights over a stove canning will not do it. What will make this palatable and wholly enjoyable is the ingenuity that enters into its preparation. Victory Gardening extends right up to the table.

Say you have fifty or so jars of tomatoes and tomato-juice. If once or twice a week these appear at luncheon or dinner in their virginal nudity, you are only inviting a family revolt. Those sixty-odd quarts of snap-beans which you so proudly display on your pantry shelves may be only laying up trouble for you unless, from the multitude of cookbooks and the flights of your own imagination, you can send them to table under a diversity of guises.

The changes that can be rung with home-preserved tomato-juice—the bearer of required ascorbic acid—are innumerable. A soup not to be despised is made by adding an equal part of plain consommé and some cream to thicken it and a generous application of sherry. Serve this very hot. Strangers will suspect it is Lobster Bisque. Herbs, too, make variations possible.

If faced with an unconscionable number of quarts of green snap-beans, deliberately set out to find various ways they can come to table. We discovered, by searching the cookbooks, no fewer than six simple recipes. Not the least is chicken stuffing. Most stuffing is too starchy. So heat the beans and sauté chopped celery, onions, and mushrooms, flavour with smidges of basil and thyme, and add these to the drained beans. They can also be served cold in salad, either vinaigrette or with Hollandaise sauce. Combined with cheese and baked, warmed with salt pork and a dash of curry—in such combinations they rise above mediocrity.

The first frosts of autumn generally find many green tomatoes on the vines. Their usual end is in pickles and ketchup. The cookbook yielded a simple recipe for green tomato and apple mincemeat. In its natural state, this is too bland for enjoyment. However, just before the pie is finally taken from the oven, insinuate under the top crust a stout lacing of California brandy, and the flavour is unbelievably heightened.

Parsnips, one of the vegetables easy to store, are not so amenable in the face of prejudice. It is difficult to find a person who wholeheartedly confesses to (Continued on page 98)

A New Modart

MATERNITY SASH

By Le Monde

Modart urges expectant mothers to investigate this Maternity Sash of wholly new design.

Made for small to average figures, it is not a heavy "harness," but a comfortably soft, flexible support, designed for use both before and afterwards.

Having two-way adjustment, it does not require individual fitting, and may be ordered by your girdle size.

May be purchased from your favorite store or corset shop, or by mail from

MODART

WHERE STYLE BEGINS

JIQ by LE MONDE

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Your salesgirl will say...

"Three pairs of Berkshire Stockings are essential"*

Ask your salesgirl:
she'll tell you
the importance of having
at least three pairs
of the new Berkshire Stockings*

One pair to wear,
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means even longer wear...
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in trim-fitting
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Berkshire STOCKINGS

**in rayon or cotton lisle*

Ask your salesgirl about stocking care

GARDENS PLANNED FOR FRESH MENUS

(Continued from page 97)

a liking for them. The zenith of British cookery is easily attained in buttered parsnips. They can be made into a purée well-tinctured with herbs; or *au gratin* in a baking-dish; or boiled, dipped in batter, and fried in deep fat, as in French-fried potatoes. They can be boiled, sprinkled with brown sugar, and glazed. Sliced thin and served cold in a salad, they will serve another purpose. It is also conceivable that a soufflé could be made with parsnips.

So much for the rationed winter that may not be all discontent. The summer promises a rosier picture. Many who have depended on vegetables and fruits transported long distances will know for the first time the sweetness and succulence of these crops fresh from the garden. Infant peas, young carrots and beets, corn rushed from field to pot, tender lettuce washed with dew, tomatoes still warm from the sun—these are enough to convince anyone that a Victory Garden is well worth the trouble.

DESIGNS FOR DRESSMAKING

Here is the back view of the red-letter red dress shown in greater detail on page 60. Make it for spring, with subdued lines, slashing colour. The collar loops over and ties. Tapered seams broaden the shoulders and slim the waist; there's a hint of fulness at the front of the skirt. Cut the sleeves short or long. Design for Dressmaking, No. 9639. For sizes 12 to 20 (30 to 38)

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 108.

ECONOMIC PRIMER

(Continued from page 55)

This is a capsule explanation of the plan which is setting the pace for social thinking throughout the civilized world. Sir William's is really a gigantic "insurance project," aimed at defying future depressions, at giving all men and women in Britain a feeling of security against devastating want. And it has stirred a quite genuine enthusiasm among both liberal and conservative groups in England, possibly because, as Sir William says, it is "not half-way to Moscow or New York."

What Are America's Plans?

The Beveridge plan is 'way ahead of America's present social security legislation in vision and in dollars-and-cents guarantees. It is an open secret that an American counterpart of the Beveridge proposal has been briefed and that the thick volume rests even now on the President's desk.

Stories have been trickling out about the ideas of the Social Security Board and the National Resources Planning Board—the agency the President calls his "personal planning arm."

The Planning Board's ideas go far beyond Sir William's on minimum guarantees against unemployment. The Beveridge plan, for instance, admits the probability of 1,500,000 unemployed in England after the war, a figure equivalent to about 7,500,000 jobless here. The American Beveridge plan is based on the premise that there shall be no unemployed in the United States, even if we have to create the jobs.

The American planners are thinking in larger terms than maternity grants and allowances for dependent children and marriage benefits. The Planning Board foresees a time when all young people will be trained for jobs that are essential and that are chosen by them. On one major point, though, we're lagging badly. Because of the long-standing tug-of-war between medical interests in the United States, our proposals for medical and hospital treatment are below the standards set in Britain.

Of course, one of the major reasons so many divergent forces oppose broadening of social security legislation is the cost involved, a cost which must be borne primarily by people who have jobs. For instance, if the Beveridge plan is adopted, about ten per cent. of Britain's national income would be going to social security. Our social security program at present is absorbing about three per cent. of America's national income, and the President's proposals would boost this to five per cent.

Will the Victory Tax Be Extended?

At least twenty-eight per cent. of the 50,000,000 paying this tax are women, and so, by now, you're undoubtedly deeply familiar with the Victory Tax—that five per cent. cut out of your income in excess of $12 a week. You know now what it means when a tax goes out of the head-lines and into your pocketbook.

But perhaps you are not as aware of the brighter fact that you'll get part of this money back after the war. For instance, if you're a bachelor girl, your post-war credit will be twenty-five per cent. of the tax you have been paying or $500, whichever is less. And if you're the head of a family, your credit will be forty per cent. or $1,000, whichever is less. And you'll get two per cent. or an additional $100 back for every dependent you have.

It won't hurt so much if you think about the post-war "cushion" you're building up. And what's more, if you wish, you can take your credit as you go along instead of accepting a non-interest-bearing Government bond to be redeemed after the war. At the end of this year, for example, you may use your twenty-five or forty per cent. credit to buy War Bonds or eliminate debts or pay certain types of life insurance premiums. The Treasury wants us to slash our debts, purchase protection against an uncertain future through War Bonds, life insurance, or a strictly up-to-date financial calendar.

A five per cent. Victory Tax is steep, as one-third of America's millions know, but it's probably going to be made even steeper soon, for it has two features our Congressmen and our financial authorities approve and want to extend. It's collected at the source, which eliminates the possibility of default. If you don't get that five per cent., you can't squander it.

This is a "people's war," and the Victory Tax is a "people's tax," for it reaches down into more purses and wallets than any other tax in American history. Contrast that 50,000,000 total with the less than 2,000,000 who paid taxes ten years ago.

Income Tax Rise

The only certainty about income taxes this year is that they're going higher and higher and higher, until you and I are meeting fifty per cent. of our $109,000,000,000 total budget through our tax contributions and forced savings.

You're about to pay, or have just paid, the biggest tax bill in your life, and Congress is writing another measure to add $16,000,000,000 to our load! Yet, there is no alternative, for we can't spend more in one year than we spent in the first one hundred and forty-three years of our nation's history and ignore the bill. And meeting the war costs is just one side of the tax story. The other is that our tax payments will help to avert inflation in America, for they will drain away the surplus buying power in the hands of millions of prosperous war workers.

What About a Pay-As-You-Go Tax Plan?

You may have been saving to meet this year's tax bill, but millions of your (Continued on page 100)

SORRY IF WE'RE LATE . . .

The war is taxing the nation's transportation facilities to the limit, and there will undoubtedly be delays in the delivery of your copies of Vogue. We regret the inconvenience to you, but this is a matter entirely beyond our control.

Look Younger

with Princess Gourielli

Estrolar

This remarkable cream contains Biocine*, equivalent of an estrogenic substance abundant in youth but diminishing with the years. Used as directed, Estrolar is most important in attaining a youthful appearance of face, neck and hands. 30-day supply, 5.50. Twin jars, 10.00.

New Trends in Spring Make-Up

COURIELLI EMULSION. The modern way to cleanse. Softens, soothes and lubricates in the one action. 1.50—3.00.

ERMINE FOUNDATION. Superb powder base. Keeps skin flower-fresh all day—all evening. Gives a transparent, dewy loveliness. Conceals little flaws. Protects against wind, dust. 2.00—3.50.

MOONLIGHT MIST FACE POWDER. Fine as mist, exquisite perfume. Lends rare beauty. Special tones for your type. 3.00.

LUSTRE LIP-ROUGE STICK. Young, glowing color for lips and cheeks from one stick. Velvety base stays on...protects! Shades for your type. Bow case, 2.50. Crest case, 1.50.

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Plus taxes

Come in, write or phone PLaza 3-1200

Princess Gourielli cordially invites you to consult her, at the Salon or by letter, about personal problems of skin, hair, scalp, make-up.

The House of Gourielli

16 East 55th Street, New York

ECONOMIC PRIMER

(Continued from page 99)

neighbours haven't been, and millions are marching right toward the default-delinquent classification, Treasury officials admit. That's where a pay-as-you-go tax plan comes in, and that's why legislative action to bring our tax payments up-to-date may be expected almost any day now—although not in time for our first 1943 payments, probably shortly thereafter.

Since the income tax amendment was adopted in 1913, we've always been a year behind in our tax payments, always paid taxes this year on last year's earnings. But several months ago, Beardsley Ruml, Chairman of the Federal Reserve Bank of New York and Treasurer of R. H. Macy and Company, came out with the first brand-new tax idea in thirty years.

"Set the tax clock ahead a year," said he. Make 1943 tax collections apply to 1943 incomes and just "forget" 1942. We made a mistake at the start in our method of assessing taxes. Now let's correct the defect by "skipping" 1942's liability so that, as we dig into our pockets for this year's taxes, we know we're paying a levy on this year's earnings. The Treasury keeps on getting its money, for we're paying as always. And we're up-to-date, automatically relieved of a tremendous burden.

Ruml started a movement which has swept the nation and which has reached hurricane speed since the President's budget message. Congress has all but promised a pay-as-you-go tax plan for this spring. Several suggestions have been advanced, most combining parts of the Ruml proposal with high withholding taxes to be collected by employers. The proposals run the gamut from outright forgiving of 1942's tax liability to partial payments on that year's taxes for as long as ten years. As for the withholding idea, the object is to take the money away from us before we get it so we can't squander the cash and become delinquent. Our employers simply would deduct our taxes from our cheques before they give us the pay envelopes (just the way the Victory Tax is handled now). You'd get a cheque "cut" into pieces by deductions for social security, War Bonds, taxes, and maybe other contributions—but at least you would be up-to-date on all your liabilities!

The plans vary, but all are based on one principle—get our system on a pay-as-you-go basis. So even though we'll be paying the largest tax bill in the world, collection will be made as simple as possible.

It was public pressure which forced the Ruml plan before Congress and which has made some form of pay-as-you-go a virtual certainty for 1943. Public pressure means "our pressure." And that leads right to women's advance into a position of responsibility. This is our era, and, if we choose, we can help create the trends, help make the news, help write the economics of today in the United States.

IT'S your perfect suit-mate for Spring . . . a suave, fair 'n square pump with an affinity for tailored clothes. Classically simple and finely crafted, its hidden comfort features are a boon to feet that are hurrying . . . for victory.

6.50 to 6.95

AT BETTER STORES OR WRITE
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American to the core, members of her family have fought in nearly every war of the United States. Today, she too is fighting for victory, working at RCA Victor where she is helping to make the vital radio and sound equipment needed by our fighting forces.

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Cosmetics

Working with men all day . . dining and dancing with *the* man, after hours, Elvina solves the look-her-best-at-all-times problem on a pay check that must cover *everything.* How? Elvina *concentrates* on House of Stuart Cosmetics—a complete cream-treatment and color-harmonized make-up service designed for Beauty-on-a-Budget.

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Penelope

by La Cross

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LA CROSS GLYCERATED POLISH REMOVER a soothing lubricant that dissolves polish in a flash. Non-acetone. 25¢

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LA CROSS QUALITY POLISH pre-tested to insure color-perfection, long wear, and lasting beauty. 60¢

PENELOPE complete with all these, **$1.25** (All prices plus Federal Tax)

The love of a pig . . .

Have you met Penelope, our prettified porker, our sow with a beauty-full life? She's the dressing table kit sensation of the year . . . carries inside her all the long-lasting preparations for quick and perfect manicures—La Cross polish, basecoat and polish remover. Let her lighten your heart while she brightens your fingertips.

Today the modern La Cross factory is making surgical instruments exclusively for the armed forces. So we know you'll understand if your favorite store can't supply you with the fine La Cross manicure implements of your choice.

SCHNEFEL BROS. CORPORATION, NEWARK, N. J.

BE ORIGINAL . . . SEVEN DAYS A WEEK

(Continued from page 73)

steam and soften, without sufficient heat to dry up the cheese. For dessert, it's deep-dish pie with a baked compote filling of sliced bananas, preserved peaches, and strawberries.

SATURDAY'S fare starts stylishly: a clear smoked turkey broth, puffed water-biscuits. The main plate is Sweetbreads en Casserole cloaked with mushrooms, simmering in a brandied sauce. Braised lettuce is the green.

This is how the casserole dish is made: get large, well-formed sweetbreads, parboil just enough to cut the gristle off easily, wrap them individually, tightly in cheese-cloth, and put on ice overnight. Next day, into the casserole, well-greased with pork or bacon fat, pour an inch of soup stock. Flavour the stock with finely chopped baby onions, boiled first. Unwrap the chilled sweetbreads from the cheese-cloth, pack them tightly pressed together into the baking-dish. It should be a close fit.

Over the sweetbreads, lay a pound of peeled, sliced mushroom heads, add a few shakes of ketchup; then put soft butter—it can be chicken fat—over the whole dish. Bake in the oven, covered. When the soup boils down and the mushrooms are soft, add a little cream and a half cocktail glass of brandy. Do not cook, but keep warm in the oven until serving time. Heat up to a simmer just before serving. Always keep the cover on the dish.

For finale, very ripe persimmons blushing under cold, strained raspberry sauce.

SUNDAY—this is a good, rich dinner, whether it's midday or after dark. In the spinach soup, float French fried croutons. The puddle duck is split and broiled. Side dishes are hot prune purée and creamed oyster plant.

Sunday dessert is filling—stacks of wheatcakes, small and thin. Pour over them hot buttered ginger sauce, made by placing small slices of candied ginger into a saucepan of sugar syrup or, if you wish, syrup and honey. Heat until the candied ginger blends. It must cook quite a while, never quite hot enough to boil down. Add butter and stir constantly, but do not use enough butter to clot the sauce. Strain out the ginger and serve hot in a pitcher.

The Practical Side

Analysing my menus, note the daily flour ration in varied form. Monday, it's popovers; Tuesday, cornmeal; Friday, noodles and piecrust; Sunday, pancakes. Somewhere, every day there is a green vegetable; Thursday and Sunday they are camouflaged in soup. Raw or stewed fruit appear invariably: in the salad, Tuesday; in the sauce for Thursday's goose; baked in a pie Friday; puréed with the Sabbath duck. Fourteen vegetables and ten different fruits grace the week's board. Despite Dr. Hay, every meal possesses a balance of protein and fat. Don't waste your time hunting for red meat. The nearest thing to it is the baby pink of a steer's tongue.

Here are some tips for these menus. Starting with the soup: on the previous Saturday, buy a fowl to be used solely for the week's soups and sauces. Hack it up, neck and all, with whatever extra chicken feet your butcher allows. A stray veal or chicken bone always helps. Drop in the pot onions, turnips, chives, a bunch of carrots, a few unpeeled, cut-up potatoes, celery leaves from Tuesday's salad, the green tops of Wednesday's beets. Boil the pot hard for a couple of hours. Then let the soup simmer a few hours more.

Vegetables and dried meat, minus the bones, with the liquid strained off, will amply replenish your canine platter. Your bowl of stock, jellied in the ice-box on Sunday, will make a bow in Monday's curry, reappear in Tuesday's scallops, carry over to Wednesday's croquettes, end up in Thursday's cabbage. On Friday, it will be replenished with raw goose neck and wings and roasted carcasses. What is left will emerge on Saturday rebrewed with mushroom stems, spinach, and oyster-juice, and be sure your fishman is generous with the juices.

The hot grape sauce for Thursday's goose is simple, but takes time. The grapes are peeled, cut in half, seeded, placed in a double-boiler, sweetened with honey. Serve them hot with the goose, which should be packed with dried bread stuffing, seasoned with sage and finely chopped onions. Mix in raw chopped livers, heart, and gizzard of the goose. Bind up the opening so that the stuffing will not get moist during basting. The inside of the goose will furnish the proper flavour.

Ideas on Drink

A word about what to drink. A good, and not too expensive, drink is rum, and the best rum drink I know is made as follows: mix the juice of two limes with home-made sugar syrup until the juice is quite sweet. Pour into this eight cocktail glasses of a light West Indian rum. Fill a water-pitcher with cracked ice. Pour in the rum and syrup content. Just before serving add a small bottle of club soda.

This can be served as an everyday cocktail, during dinner Monday, Tuesday, Friday, or Saturday, and as a late after-dinner drink. It may be made weaker or stronger to taste, but two limes take care of eight drinks.

American Wines

As to wines, I recommend three —costing from ninety-five cents to a dollar and a quarter a bottle. Number one is a Santa Clara Valley burgundy, a delicious red wine to serve with Wednesday's, Thursday's, or Sunday's dinner. It is called Novitiate of Los Gatos.

Second is a medium dry American Grave to be served with Monday's, Tuesday's, Friday's, or Saturday's dinner. It is called Hotel del Monte Semillon, and Semillon is where the real French Grave grapes come from—so there is something in it.

Third is a delicious, fragrant, and full, American Moselle—Widmer's Dry White Wine. Serve it with Tuesday's or Friday's dinner. All three of these suggestions may be found at any good wine shop.

THE COLLECTIONS

(Continued from page 39)

Washington may well be pleased to see how little fabric goes into most of the new clothes. Lines are far leaner than the law insists. Slim as soda-straws are the new sheaths and chemise dresses. Often, only two yards in a dress. Sleeves are short. Necks are often low... "Wide-open necks," one designer calls them. Suit skirts are like tubes. Jackets are brief, but to the point—cut like cardigans, waistcoats, brief box-jackets à la Molyneux.

Suits with Stamina

Your day-in-and-day-out suit might be a tidy blue serge with a whopping touch of white...nothing dinky. Huge white pearl buttons, a white belt, white ruffled blouse. Or it might be a grey suit worn with a white blouse and beret, yellow gloves, and a red bag. Or a black suit with touches of brilliant pink or brilliant pale blue.

Not exactly a suit, but something that has all the stamina and self-sufficiency of a suit is a grey flannel skirt worn with a shirtwaist of blue wool jersey. There's that shirtwaist look again, done in wool. Or a beige blouse worn with a black skirt and belted with pigskin. No jacket goes along. None was meant to. But, rest assured, you won't look as if you absent-mindedly left it at home.

Or consider, as your one and only wool purchase this spring, a coat-dress. That one in spring green on page 50, with large doses of white. Wear it as a dress or wear it as a coat, with a dress beneath. Some of these coat-dresses button down the front, some button down the side...side fastenings are everywhere. Leave the lower button unbuttoned, and the narrowest skirt automatically becomes full enough for the longest stride.

Shawl alias Jacket

Scarfs or stoles or shawls are the newest things that can happen to plain or printed crêpe day dresses. A long stole of harlequin-coloured crêpe winds around a simple black day dress, and you carry with it a vivid pink parasol. A long scarf of print often accompanies, in lieu of a jacket, a printed dress. At night, these scarfs and stoles are edged with lace or fringed with jet beads. And with some short dinner-dresses go American mantillas of black lace or head shawls of print.

Surah appears simultaneously in all the Collections. Silk surah and a superb rayon surah that can tie itself in knots (as in men's ties) and never show it. You'll see it in bold plaids, neat checks, grey-and-white stripes, plain colours. One neat little suit is made of small black-and-white checks, its jacket cut like a waistcoat and bound with black braid. Another has a red, green, and blue plaid jacket with a blue skirt. A third is all blue-and-white stripes. You'll see all three and five other beauties on pages 86 and 87.

Evening—Short Story

The ban on pleasure driving brings us one of the prettiest new ideas in years...a day-length party coat that will take you to the party via trolley, bus, or subway. Cut exactly like a day-time reefer (Continued on page 105)

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You will delight in the "bottle-ripe" flavor... the exquisite bouquet of Cresta Blanca California Wines. Your first sip tells you why... since 1890...they have been hailed as the "crest of quality." Ask for them by name.

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Cresta Blanca Haut Sauterne (full, sweet)
Cresta Blanca Chateau (rich, mellow)
Cresta Blanca Riesling (superior-dry)
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CALIFORNIA RED WINES
Cresta Blanca Claret Superior (med.-bodied)
Cresta Blanca Burgundy (robust)

CALIFORNIA SWEET WINES
Cresta Blanca Sherry (medium-dry, nutty)
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TUNE IN! Schenley's "Cresta Blanca Wine Carnival" with Morton Gould's Orchestra. See your paper for time and station each week.

THE COLLECTIONS

(Continued from page 104)

or trench-coat—it's made of stiff faille, taffeta, or satin, and its only glitter exists in huge jewelled buttons. You slip it over your low-necked short evening dress and go your way on the dimmed-out streets no matter what the transportation problem.

Under such a coat, you might wear a short evening dress of black or cocoa silk crêpe (see page 42); a vivid pink or blue print, or a dinner-dress of black lace like the one on page 76. If it's a dress, the neck will be a low oval, circle, or square—the sleeves almost non-existent. It may have a filmy top screening a pink satin lining; it might have a wide pink satin sash glinting with beads; it might have a frilly little black net apron that you tie on and wear with a net chou of a hat. You'll see that in person on page 67. Your gloves you'll want so long that they nearly meet your sleeves.

Pretty and purposeful as short evening dresses are, they don't monopolize the spring. There are long skirts for dancing, long skirts for dining at home—yours or someone else's house. Long skirts, slim and non-trailing, worn with sheer shirtwaist blouses of chiffon or lace. Or dance dresses of black lace or white chiffon banded with black lace.

These, then, are the high-lights of the current Collections. These are clothes that you'll admire enormously, but acquire only those that you really require. Only the costume that suits your purpose should open your purse-strings this year. Always, one perfect costume outweighed two indifferent ones. Always, the dress you bought and rarely wore was a foolish extravagance. This year, it is a fatal extravagance—fatal to you and to the stocks of the country. The unwritten law—this spring—is fewer, simpler, better clothes.

PRISONER OF GERMANY

Constantin Joffé, Vogue artist and French soldier, writes, in April 1 Vogue, of the French Army's brief, tragic resistance, of his own experiences in a German prison camp.

APRIL 1 VOGUE on sale at your newsstand March 26

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STYLED WITH A TOUCH OF TOMORROW

EDGEWOOD SHOE FACTORIES
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ABOUT STALIN

(Continued from page 58)

Curzon and approved by the Supreme Allied Council after the first World War. The Red Army advanced to this line when Polish resistance collapsed in 1939. However, the Soviet is willing to make adjustments in direct negotiations with Poland and may be willing to compensate Poland for her losses, perhaps by giving her East Prussia and the Corridor and transferring the German population back to the Reich. It must not be forgotten that Russia regards the population of both Eastern Poland and Bessarabia as fundamentally Russian.

Regarding the rest of Europe, some countries will feel closer to Socialism than others which are attracted by Anglo-American capitalism. There will be a few countries where these two opposing forces clash. In Jugoslavia, we now have a sample of the opposite pulls of the magnets. Here the forces of General Mihailovich have had clashes with the Communist Partisans. Mihailovich believes in nursing his Army until an Anglo-American Second Front is started. The Partisans believe that the time to strike is now—that anyone who does not battle Hitler now is harming Russia by helping to weaken her.

Is Stalin likely to make good his threat to raze Berlin "until not a stone or girder is left standing?"

I doubt this very much. Stalin certainly has never made such a statement publicly. He has said that Germany can no more be destroyed than Russia can. There is no doubt that he will demand the use of German labour to rebuild the devastated areas of Russia. I've often seen Russian peasants pointing at the charred ruins of their gutted houses saying: "The Germans will pay for this." Stalin will probably also ask for the removal of German factories to Russia to replace, for instance, the great Stalingrad tractor factory.

Who is Stalin's political heir?

Several times I asked Russians who would succeed Stalin if he died. The answer was a look of shocked surprise and the statement: "How could you think of such a thing?... Stalin dying at such a time." No talk is ever heard regarding a possible successor to Stalin, but in the foreign circles the names of three men crop up when the subject is raised.

The first of these is Andrie Zhdanov, Leningrad Communist Party Leader. Stocky, bespectacled, and a bear-like Old Bolshevik, he has been closely associated with Stalin since the Revolution. Zhdanov is regarded as one of the best students of Marx and a man thoroughly versed in Communist ideals. Stalin seats him at his right in public. Zhdanov's star gained added brilliance by his organization of the Resistance of the starving public of Leningrad.

Another possible heir is Giorgi Malinkov, Chairman of the Moscow Party Committee. A young Bolshevik in his late thirties, he is one of the alternates to the PolitBuro which runs Russia. Best-known for his talents as a trouble-shooter, he has headed various commissariats when they needed reorganization. He sometimes sits on Stalin's left. (Continued on page 107)

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"I Pledge Myself In His Name . . ."

"To leave no letters unanswered . . ."

"To regard no incident too trivial, no scene too familiar to recreate with spirit and enthusiasm . . ."

"To give generously of my time and thoughts . . ."

"To utilize the written word, with every grace and art at my command . . ."

"To communicate joy and hope and cheer . . ."

"To bridge distances, and help speed the passage of time . . ."

"*To write often* . . . on lovely paper . . . which bespeaks me . . ."

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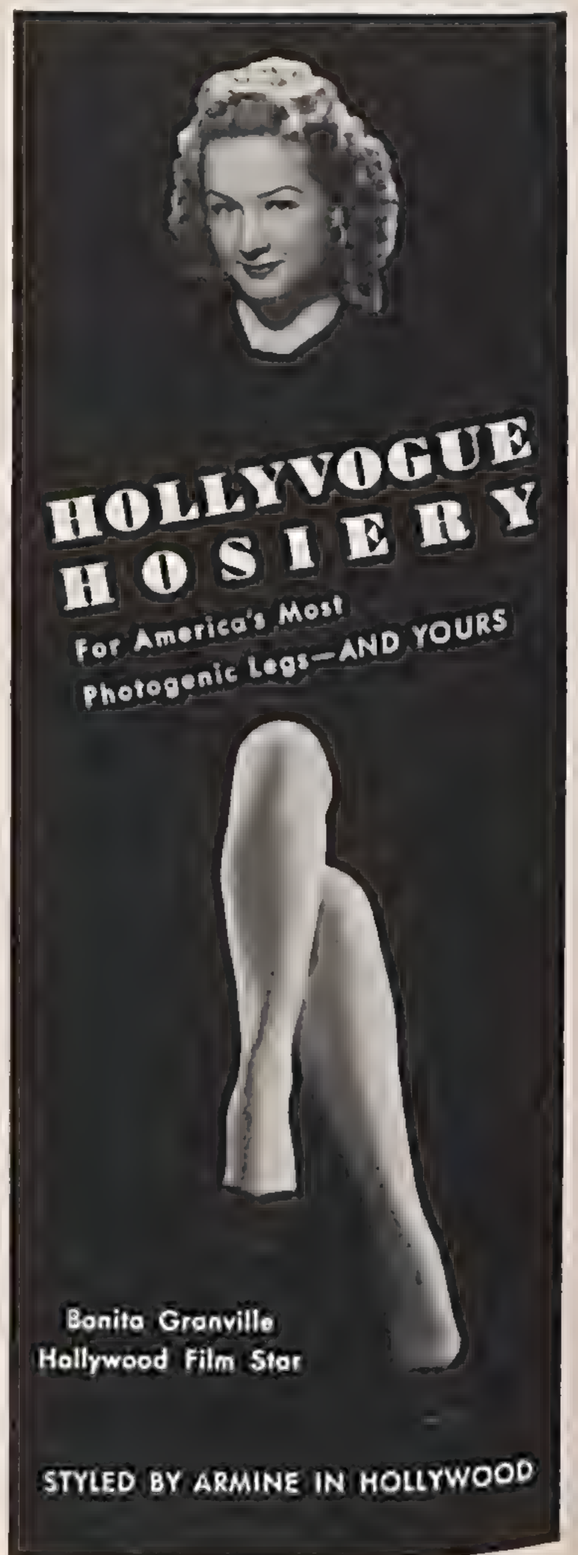

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—*and* for an Easter greeting to other loyal hands, give a jar of Sofskin Creme, gaily wrapped in lusciously springtime shades of rayon taffeta, tied with perky gold ribbon.

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SOFSKIN *is used and approved by beauty salons all over the U. S. A.*

SOFSKIN COMPANY, Findlay, Ohio

ABOUT STALIN

(Continued from page 106)

A third possibility is shaven-headed Giorgi Konstantinovich Zhukov, recently-appointed Marshal. He outranks all other officers of the Red Army by virtue of his position as First Vice-Commissar of Defense, directly under Stalin. To Zhukov goes credit for the defeat of the Japanese in the frontier clashes of 1939, the defense of Moscow, and the direction of the present winter offensive.

What are Stalin's parties like?

The Russians love to eat and drink. Even in peasant homes, in normal times one was likely to hurt a host's feelings by refusing second and third helpings. Stalin's Kremlin parties are impressive. They begin with hot and cold *zakuska*, or hors-d'œuvres. These are followed by at least three choices of soup, then a selection of meat, game, and fowl, ending with cakes and four or five flavours of ice-cream.

Vodka and wine are drunk throughout the meal, with sweet champagne during the dessert course. During the banquet, as at all Russian formal meals, repeated toasts are drunk in wine or vodka. (When the toast is particularly important, it is considered bad taste not to drain your glass dry.) Stalin frequently rises from the table after a particularly eloquent toast, walks around, and puts his arm on the shoulder of one of his favourites.

Stalin always wears the same costume to dinner—a uniform-like suit with breeches tucked into polished Russian boots. The uniform is absolutely plain, but he apparently possesses a great number of them, in shades ranging from beige to almost pink. Sometimes he wears the tunic of one colour, breeches of another. His guests generally wear evening clothes or uniforms with full decorations. Women are generally not invited to Stalin's diplomatic banquets.

Can you explain why Stalin signed a non-aggression pact with Germany in 1939 and did a volte-face in 1941 to ally himself with the Western Democracies?

Six months after Munich, Stalin reviewed the international situation in a speech. He said the second imperialistic war was already underway. A distinguishing feature of it, he said, was that the non-aggressor states, although collectively stronger than the aggressors, were making concession after concession to the aggressors and even conniving with them. He added that "one might think that Czechoslovakia was yielded to the Germans as the price of undertaking a war on the Soviet Union." He said the Soviet Union stood for peace and the strengthening of business relations with *all* countries. Germany took the hint and dropped its press policy of attacking Soviet Russia.

Even as Hitler entered Prague five days later, Prime Minister Chamberlain told the House of Commons that the aim of the British Government remained unaltered: to substitute discussion for force in the settlement of disputes. Litvinov, then Foreign Commissar, suggested that Britain, France, and the Soviet Union conclude a defensive alliance. These three powers would guarantee not only Poland and Rumania, (Continued on page 108)

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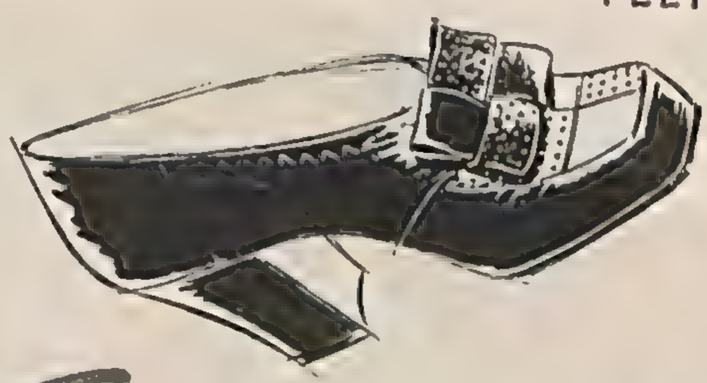

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Louis Philippe

ANGELUS LIPSTICK - ROUGE - FACE POUDRE - CREMES

ABOUT STALIN

(Continued from page 107)

but the Baltic States. Churchill and Eden both urged such an alliance, but without effect, as at that time they were not in the British Cabinet.

That spring, the Germans took the initiative with an overture to Stalin. The British, in the meantime, had granted de facto recognition to the German puppet state of Slovakia. The Kremlin let it be known that they would like to talk to Lord Halifax, but, instead, Chamberlain's Government sent William Strang, once councilor of the British Embassy in Moscow. Soviet dignity was offended.

Finally, the British agreed "in principle" to discuss an alliance with Russia and talk over a joint guarantee of the Baltic States. The Kremlin asked the right to intervene in the Baltic States if Hitler tried to win them by Fifth Column methods. Apparently Stalin wanted bases and garrisons there, since this is what he later got from Hitler.

This issue of indirect aggression is the basis for the charge that Stalin raised his demands during the negotiations. It was without doubt an elaboration of one of the points. Churchill, still outside the Cabinet, endorsed the Soviet demand, knowing the Germans were at the time pouring "tourists" into Danzig. Molotov then invited both Britain and France to send military missions to Moscow to work over military problems. Instead of sending their Chiefs of Staff to confer with Marshal Voroshilov, Chamberlain and Daladier sent relatively unknown Generals and Admirals.

At the conference, plans were advanced for the Red Army to march into Poland in the event of a German invasion. The Entente Cordiale consulted Warsaw. The Poles flatly refused to allow Soviet troops in their territory. Russia was their traditional enemy, and they feared the Red Army would never leave. By this time, the negotiations had dragged on for four months, and Hitler was about to launch his attack on Poland. Germany renewed her original offer to Russia in an improved form, and, this time, Stalin accepted it. It gave him a new defensive zone in the west, enough to save Moscow and Leningrad—and almost two years in which to reorganize the Red Army and put Soviet industry on a war footing.

Why did we think the Russians would collapse quickly?

The main reason was their poor showing in the Finnish War and the high degree of secrecy surrounding the whole Soviet war potential. But to begin with, there is some indication that poor Soviet intelligence work misled Moscow into thinking that the Finns would not put up a very spirited resistance. As a result, during the first months of the war, the Russians used only reserve troops drawn from the Leningrad area. The Soviets did not use *Blitz* tactics and apparently had no intention of smashing Finland. The Red Army also used the Finnish War as a testing-ground for its theories of winter warfare.

Finnish resistance was also helped by the modern Mannerheim Line. General Govorov, now in command of the Leningrad Front, told me last year that (Continued on page 109)

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ABOUT STALIN

(Continued from page 108)

it could be cracked only by direct artillery hits, which tilted the solid steel pill-boxes out of alignment. But perhaps the prime reason for feeling that the Soviet Army would collapse was our lack of understanding of the Communist methods of organizing the civilian population for total war behind the lines, together with the sacrifices the Soviet population could undergo.

How far has Stalin succeeded in industrializing Russia? Can the Russian people stand a long war?

In the three Five-Year Plans, the last of which was suspended because of the war, Stalin succeeded in developing the heavy industry of Russia to a point where Russia believed it could make enough war machines to defend itself from attack on two sides—the east and the west. This struggle to industrialize Russia so she could defend herself was organized with what amounted to military discipline.

The extent to which heavy war industry was developed at the expense of consumer goods can be seen in the excellent equipment of the Red Army compared to the relatively low quality of goods available to civilians. Had as much effort been turned toward making consumer goods, the Soviet people would have been much happier, but they also would have been conquered.

The German seizure of raw material and food areas has weakened the country. Russian workers are now getting less food than is necessary to maintain their vitality and efficiency during the long winter. If supplies of American food to the Red Army are cut off, the Red Army's striking power would be seriously reduced.

What is life like in Moscow today?

Many houses go unheated for weeks. This has been true ever since the German occupation of the rich Don coal basin denied fuel to Central Russia. The electric lights are turned off in large sections of the city from time to time, in order to conserve the small amount of wood, peat, and low-grade coal brought in from nearby regions. Many Russian workers come home from the factory after a twelve-hour shift to sit in dark, cold apartments.

Workers eat in special canteens. There are no dances or public restaurants open. However, the movies are open until ten at night, and the theatres and ballet start their performances at six o'clock in order to give the audience time to get to the subway before it closes at ten o'clock, and to get home before the curfew chimes at midnight.

Russian food and clothes rationing is, on the surface, about equal to Britain's. The difference is that Russian clothing stocks are almost exhausted, and possession of a ration card does not mean that the clothing is available. The same goes for food. It's first come, first served. Recent British conscription regulations have just now caught up to Russia, where all housewives between eighteen and forty-five with children over eight years, have been conscripted for war work. The Army draft rate is up to sixty for Soviet men.

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NEW improved LUX

in the same familiar box

The National Association of Leather Glove Manufacturers recommends New improved Lux

QUALITY

(Continued from page 48)

vegetables is envied. Presents of country hams and country butter outrank champagne and roses in town.

The young generation...the fellows who are fighting this war and the girls who are marrying them in the face of danger...value quality in things and people. It's important to have quality in the plane you fly, in the crew that flies it with you, and in the girl the flyer leaves behind him to be faithful and steadfast 'til his return.

Even the 'teen-agers are not headed for another Jazz Age. They are serious citizens already. They value quality. They want responsibility. They refuse to be coddled. You hear no more cheap cynicism, no prattle about "Youth Movements." Nobody beats the drum for keeping a schoolboy in school until he is twenty or maybe twenty-five and then painlessly inserting him in a soft job. Today our country calls "men of eighteen and nineteen" to the colours, and teaches them to fly alone where a man is allowed no mistakes.

These young men and women love their country. They intend to stay married. They mean to found a good family. This time, they intend to keep America safe and free, as their forebears did a hundred and fifty years ago. It is a good sign for our future that they show the courage and judgment of their ancestors; and value quality in people and things.

TO OUR READERS

In line with W.P.B. regulations limiting the amount of paper that publishers of magazines may use this year, we have reduced the number of copies of Vogue now being distributed to the newsstands. We regret any inconvenience that may result, but we know that you understand this urgent, wartime necessity.

Since there will be fewer copies for newsstand distribution, we suggest: In order to be sure of getting your copy of Vogue, pick it up at your newsstand the day that Vogue goes on sale; or, better still, reserve your copy each time in advance. In this way, you will save yourself the disappointment of missing a single one of Vogue's stimulating reports on present-day living.

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